# IDG World Update
# 1998 Index

| | |
|---|---|
| January 5 | IDG: Who Are We? (special issue) |

January 12

| | |
|---|---|
| IDG Sweden | IDG Sweden's home page is No. 3 in Sweden |
| PCW Online | PCW Online steamrolls through year's end |
| The Web (US) | Print version of *The Web* (US) goes on hiatus |
| IDC | IDC signs licensee in Philippines |
| IDG Norway | IDG Norway honors stars |
| IDG.net | Online: **Laurie Morgan**, publisher of IDG.net |
| IDG Books | Off site: IDG Books' **Ken Ball** |
| IDG Books | Dummies publishers share tricks of the trade |
| IDG Hong Kong | **Karmen Cheng** celebrates 10 years of service |

January 19

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|---|---|
| IDG Games Med. | IDG Games Media Group joins two pubs, online offerings |
| IDG | IDG launches largest image campaign in its history |
| IW | IW's **Steve Moylan** featured in Folio cover story |
| IDC UK | IDC UK bestows newcomer honors upon three employees |
| PCW China | *PC World China* goes weekly |
| IDG | IDG has presence at major Asia/Pacific IT summit |
| IDG.net | Online: **Laurie Morgan**, publisher, IDG.net |
| IDC | IDC forum targets European banking systems' IT needs |
| IDG World Expo | ComNet/ICE Shanghai provides window for reform |
| IDG Hong Kong | **Molly Leung** celebrates 10 years of service |
| U.S. Update | IDG Corporate services group unveils financial intranet |
| | IDC, *CW* employees win referral program raffle |
| | HR places bounty on sales resumes |
| | Travel Update |
| | NW employees raise $1,500 for Make-a-Wish foundation |
| | IMS's **Jim Buckley** cooks for a cause |
| | IW employees connect with school in Tanzania |
| | IDG Chicago sales office gets in gear |

January 25

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|---|---|
| NW, IDC | *NW*, IDC team up to deliver technology reports |
| CW Polska | *CW Polska* sponsors nation's first user awards |
| IDG | **Pat McGovern** named Business Pub. of Year by Delany |
| IDG Mag. Verlag | Germany's IDG Magazine tops all-time high |
| PC World | *PC World* top 100 makes headlines in *USA Today* |
| IDC Scandinavia | Online: **Per Andersen** director, IDC Scandinavia |
| PC World | Webby Awards will honor innovative sites |
| IDG | Corrections to Who Are We issue |
| IDG | Off line: New cartoon contest |

February 2

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|---|---|
| IIS | *Internet Industry Standard* to focus on 'net business |
| Macworld | Macworld Expo draws crowds to San Francisco |
| IDG Books | People profiles IDG Books CEO **John Kilcullen** |
| IDC Scandinavia | Online: **Per Andersen**, director, IDC Scandinavia |
| IDC | IDC Peacock Awards recognize research excellence |
| | Sidebar: Past winners |
| IDC | **Michele Winiker** celebrates 10 years of service |

February 9

| | |
|---|---|
| IW | **Steve Moylan** named CEO of InfoWorld |
| IMS | IDG Marketing Services hosts fourth EAT meeting |
| IDG Hungary | CIO makes European debut at IDG Hungary |
| ExecuTrain | ExecuTrain adds 13 international locations |
| CW | Dow Jones names CW Emmerce a select site |
| WEC | IDG World Expo address change |
| GlobalComm | Online: **Jeff DeBalko**, president of GlobalComm |
| IDG | IDG Institute aims to strengthen leadership, foster synergy |
| PCW Phil | PCW Philippines set to host worldwide product line meet |
| CW | **Terri Schafer** celebrates 10 years of service |

February 16

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|---|---|
| CW, NW, IW | CW, IW, NW launch joint recruitment ad program |
| IDG | MIT/IDG Internet Futures Tour takes off |
| IDG.net | IDG.net announces new daily newsletter service |
| IDG/IDC | IDG/IDC entertain clients at Comdex Latin America |
| PCW | Winners named in Webby awards ticket giveaway |
| Israel | Publish Israel replaces Macworld Israel |
| ExecuTrain | ExecuTrain of Jakarta named best Microsoft ATC |
| ExecuTrain | ExecuTrain of Milton Keynes buys ed. div. of Unisys |
| IDG Books | Window 95 for Dummies hits NYT bestseller list |
| GlobalComm | Online: **Jeff DeBalko** |
| IDG | The who/what/when/where/why of the USPI |
| IDG Sweden | IDG Sweden creates employee awards program |
| PCW | **Norman Noble** celebrates 10 years of service |

February 23

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|---|---|
| CIO | CIO's **Gary Beach** taps area youth for IT image study |
| | Sidebar: Kids' verbatim comments |
| IDG World Expo | ComNet draws crowds to Washington, D.C. |
| Hong Kong | *PCW Hong Kong* World Class Awards generate visibility |
| IDG | Online: **Kelly Conlin** |
| IDC | Off Site: IDC's **Brian Degen** climbs Mt. McKinley |
| InfoWorld | **Janet Ohlsson** celebrates 10 years of service |

March 2

| | |
|---|---|
| Yugoslavia | *PC World Yugoslavia* wins Diskobolos award |
| | sidebar: IDG Books first to team up with Mikro Knjiga |
| IDG Books | Dummies Month promotion builds brand awareness |
| | Sidebar: Dummies catch on in Croatia |
| | Sidebar: Dummies worldwide intelligence |
| PCW Italia | *PC World Italia* claims No. 2 spot |
| | sidebar: behind the relaunch |
| PCW Hungary | Resource sharing boosts *PCW Hungary* sales |
| IDG | Online: **Jim Casella** |
| IDG | Cartoon caption winners |

March 9

| | |
|---|---|
| IDG | IDG inks marketing deal with Reed for UK titles |
| IDC | IDC launches Korean subsidiary |
| IDG | IDG surpasses market average for ad page growth |
| IDG UK | *PC Advisor* logs fifth straight period of ABC growth |
| IDG Books | *Sailing for Dummies* wins *Sailing America Mag.* honors |
| PC World | *PCW* wins circ honors from Capell's Circulation Report |
| Web Publishing | SunWorld hits record 475,000 page views in February |
| IDG | Online: **Kelly Conlin** |
| ICE | ICE gears up to take Boston by storm |
| IDG Hungary | IDG Hungary's ABCD wins award -- posthumously |
| IDC | New addresses for IDG Korea, Italy |
| IDG | Cartoon contest |

March 16

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|---|---|
| IDG | 7th Global Summit reinforces event's premier status |
| | sidebar: World Wide Web statistics |
| WEC | 170,000 Mac fans throng Macworld Expo/Tokyo '98 |
| CSG | IDG Channel Svs. Grp. sponsors Baptie conferences |
| Web Publishing | Web Publishing launches Netscape Enterprise Developer |
| IDC | Online: VP IDC Asia/Pacific **Dennis Philbin** |
| CIO | CIO earns "Top Trade" award for marketing clout |
| | sidebar: One magazine, two sections |
| Global Comm | Contest: read WU Online and win a Palm Pilot |
| IMS EMEA | Discount available for PowerBranding seminar |
| Mac Publishing | New address |
| InfoWorld | Celebrating 10: **Stephanie Beach** |

March 23

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|---|---|
| PCW, CIO, NW | IDG pubs dominate Neal Awards (again!) |
| | Sidebar: *NW* named finalist for Grand Neal |
| IDG Spain | IDG Spain's *iWorld* Internet supplement stands alone |
| PCW | *PCW* brand awareness survey nearn completion |
| | Sidebar: How Australian PC World Organized its survey |
| IDC | Online: IDC Asia/Pacific VP **Dennis Philbin** |
| PCW | Second annual Webby Awards honor innovation |
| IDG | Call for nominations for BM Web sites, MC Magazine |
| Global Comm | Read World Update Online, win a Palm Pilot |
| IMS | Job opp -- ad sales professional |
| InfoWorld | Celebrating 10+: **Steven Brown** |

March 30

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|---|---|
| IDC | IDC Directions '98 draws 1,800 attendees |
| IDG Turkey | PCW Online No. 1 Web site in Turkey |
| | sidebar: Internet market in Turkey |
| IDG Romania | *CW Romania* celebrates its 100th issue |
| IDG.net | IDG.net unveils Web's first multi-lingual engine |
| China | *China Internetworld* launches in Beijing |
| CIO | Online: **Joe Levy**, president and CEO |
| IDG Poland | IDG Poland creates first local program to honor ads |
| IDG | News You Can Use -- IDG Global Dial service |
| IDG Spain | Celebrating 10+: Five IDG Spain employees celebrate ann. |

April 6

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|---|---|
| ICE | ICE blankets Boston -- makes successful Boston debut |
| IDG | IDG editors adopt guidelines for Web ads, content |
| | Sidebar: Guidelines |
| IMS | IMS charts stormy Asian economic waters for clients |
| Computerwoche | Computerwoche purchase Gateway (NW-type pub) |
| IDG | Online: **Jim Casella** |
| New Zealand | Blackout forces New Zealand staff to relocate |
| WEC | Reserve hotel rooms now for $E^3$ |
| Computerworld | Celebrating 10: **Karin Lorenz** |

April 13

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|---|---|
| IDC | IDC plans under way for Asia/Pacific IT Forum |
| PCW Belgium | License signed for *PC World Belgium* |
| China | *China Computer Reseller World* enters market first |
| IDG | **Kelly Conlin** named to min's People to Watch list |
| IDG Books | IDG Books has four books on *BW* bestseller list |
| IDC | IDC enters joint venture with Relevant-Knowledge |
| N W | *NW* expands sponsorship role at NetWorld+Interop 98 |
| IPS | News Service maintains Events Calendar listing |
| IDG | Online: **Pat McGovern** |
| IDG/B, Publish | IDG Books and Publish collaborate at Seybold |
| IDC | Asia/Pacific Forum sponsorship sales spur global coop. |
| | Sidebar: IDG Australia tapped to produce IT Forum |
| Global Comm | Winner named in Global Comm contest |
| I W | Celebrating 10: **Nancy Sterling Grant** |

April 20

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|---|---|
| CW,NW, IW | Grassroot sales effort emphasizes breadth of IDG resources |
| Finland | IDG's Finnish partner launches *IT-Kanava* |
| PCW | *PCW* illustration selected for two prestigious awards |
| PCW China | *PCW China's* weekly frequency gains strong ad support |
| IDG Czech Rep. | **Ivan Novotny** selected to lead Czech business unit |
| IDG | Online: **Kelly Conlin** |
| JavaWorld | *JavaWorld* site gets boost from stellar show daily |
| | Sidebar: IW's JavaBuddy party strengthens bonds |
| IDG | Offline: cartoon contest winner, **Gwenette Gaddis** |

April 27

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|---|---|
| IDG U.K. | *Digit* points to cross-platform content creation |
| IDG Books | IDG Books introduces One Step at a Time series |
| IDG | **Bob Metcalfe** receives industry legend award |
| SunWorld | *SunWorld* sees record tally of page views in March |
| Web Publishing | Online: President **Michael McCarthy** |
| IDG China | IDG expands consumer line in China with *Cosmopolitan* |
| PCW | **Kathy McKay** tops $1million month for second time |
| IDG | Contest: Cartoon caption contest |
| **U.S. Update** | PCW online manager pedals in Calif. AIDS fundraiser |
| | Mass.-based IDGers Plan to Walk On |
| | Travel Update |
| | STAR award winners: **Lyndsey Pomella**, **Terrence Bailey** |

May 4

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|---|---|
| IDG France | *Distributique* turns 15 ann. into industry extravaganza |
| | Sidebar: *Distributique* at a Glance |
| | Sidebar: Staging event requires planning, flexibility |
| Ind. Standard | Media blitz attends launch of IDG's *The Industry Standard* |
| PC World | Asia-Pacific PCW product line mtg. draws a crowd |
| IDG China | 100,000 visit second annual Comdex/China in Beijing |
| Web Publishing | Online: **Michael McCarthy**, president of Web Publishing |
| IDG | Contest: Calling all Seinfeld scriptwriters |
| IMS | IDG Marketing Svcs. UK seeks two ad sales professionals |
| FCW | **Susan Miller** celebrates 10 years |

May 11

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|---|---|
| IDG | IDG publications take home four Maggie Awards |
| CW | 442 honored in first phase of 10th CW Smithsonian award |
| Executrain | Executrain announces availability of Windows 98 course |
| Costa Rica | **Alvaro Trejos** elected to Costa Rica's National Congress |
| IDG | Online: **Jim Casella** |
| IDG | PI graduates set to turn learning to IDG challenges |
| | Sidebar: **Frank Cutitta's** Crosscultural Aspects of Intl. Mkt. |
| CW | Celebrating 10: CW's Editor-in-Chief **Paul Gillin** |

May 18

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|---|---|
| IDG | CNN, IDG partner to deliver Web's No. 1 global tech news |
| IDG | IDG, Reed extend alliance to UK channel titles |
| IDG Hungary | IDG Hungary gives PC-X readers a club of their own |
| IDG Spain | IDG Spain's first PCW Expo targets new audience |
| IDG | IDG, IBM sign first-of-its-kind global Web ad deal |
| IDC | Online: IDC President **Kirk Campbell** |
| PC Welt | *PC Welt's* circc hits record level amid Microsoft rumblings |
| | Sidebar: Microsoft pained by Windows tips |
| PC World | *PC World*: All digital, all the time |
| | Sidebar: *Macworld*, *Publish* also converting to CTP |
| MW | Celebrating 10: VP Production **Anne Foley** |
| **U.S. Update** | IDC commends second-quarter achievers |
| | IDG offspring on both coasts get a taste of working world |
| | Travel Update |
| | IDG colleagues add to fundraising effort for CA AIDS ride |

May 25

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|---|---|
| WEC | Vietnam CW Expo '98 attracts top visitors |
| | Sidebar: DOC trade fair certification provides benefits |
| Ecuador | *CW Ecuador* joins market leader PCW Ecuador |
| IDG Books | IDG Books celebrates eight years; 50 million Dummies bks. |
| PC World | *PCW* to launch quarterly CD-ROM program |
| IDC | Online: IDC President **Kirk Campbell** (part 1) |
| IDG Sweden | *Computer Sweden* adopts three-times-a-week schedule |
| IDGNS | News You Can Use: News Svc. Coverage Resource Pages |
| IDG Australia | IDG Australia athletes "tri" harder |
| IDG | Contest: Haiku |

### June 1

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|---|---|
| IDG Books | IDG Books files for IPO with SEC |
| InfoWorld | IW's Impact Marketing Group off to a roaring start |
| IDG | Southern Calif. sales reps team up to entertain clients |
| IDG France | IDG France names new management team |
| ExecuTrain | ExecuTrain names training partners in Portugal, Pakistan |
| IDG | Online: IDG President **Kelly Conlin** |
| IDG Books | IDGB's employee's story to be served up in Chicken Soup |
| IMS/EMEA | IMS/EMEA hosts European golf event |
| IDG Books | IDG Books IPO Q&A for employees |
| IDC U.K. | IDC U.K. No. 1 in — and on — the field! |
| IDG | Cartoon caption winners |

### June 8

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|---|---|
| Egypt | *PC World Egypt* Debuts |
| CSG | **Keith Newman** named CEO of IDG's Channel Svs. Group |
| PC World | *PCW* ad pages continue to outpace competitors' |
| IDG Books | Dummies perfect for parodies |
| IDG Spain | New telephone numbers |
| IDG Books | Online: CEO **John Kilcullen** |
| FCW | *FCW*'s Fed 100 program draws record attendance |
| | sidebar: FCW creates Fed 100 scholarship program |
| UAE, Morocco Ukraine | New licenses signed in UAE, Morocco, Ukraine |
| CSG | **John Spensieri** to take on new role at IMS |
| IDG | Winners named in Seinfeld script writing contest |
| IDG | New cartoon caption contest |

### June 15

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|---|---|
| Netherlands | IDG Netherlands introduces *Computer Partner Benelux* |
| CIO | CIO Perspectives conference continues to grow in stature |
| | Sidebar: IDC participation yields big dividends |
| | Sidebar: Corporate hosts wait their turn |
| IDG | Ten IDG journalists make MC's Most Influential list |
| CW | CW's **Paul Gillin**, **Tom Hoffman** attend CIO Forum |
| Global Comm | Online: President of IDG Global Comm **Jeff DeBalko** |
| CW | CW's "Meet the Editors Day" educates media professionals |
| Publish | Celebrating 10: Editor-in-Chief **Jake Widman** |
| IDC Egypt | New address |
| Laurentian | New address |

June 22

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|---|---|
| IDG | IDG wins 11 national awards from ASBPE |
| IDG.net | IDG.net among top 10 Web advertising publishers |
| IDG | Online: IDG COO **Jim Casella** |
| IDG Books | Off Site: **Michael Welch** well-versed in Japanese poetry |
| Macworld | Macworld gears up for New York debut |
| IDC | Celebrating 10: **Jean Bozman** |

June 29

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|---|---|
| CW | CW Smithsonian Awards honor IT innovators |
| IDG Czech | ComNet Prague flourishes despite Czech recession<br>Sidebar: ComNet Prague goes online<br>Sidebar: IDG Czech Republic at-a-glance |
| IDG | Global Quick Quote helps IT marketers plan campaigns |
| IDG.net | IDG.net launches daily *IT Informer* |
| ICE | ICE Executive Forum to target Extranets |
| IDG | Online: IDG COO **Jim Casella** |
| PCW | Celebrating 10: **Luis Camus** |
| IDG | 1999 IDG Photo calendar contest coming soon! |
| **U.S. Update** | Boston-area employees raise over $19,000 to fight AIDS<br>Employee referral bonus doubled during summer months<br>Reminder: STAR Award nominations<br>Travel Update<br>NW sales rep speaks customer's language<br>SF AIDS Walk set for July 19 |

July 6

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|---|---|
| Ireland | Web site of the year honors go to Computerscope site<br>Sidebar: ComputerScope at-a-glance |
| IDG Denmark | Labor strike no match for determined Danes |
| PCW/Books | *PCW*, IDG Books honored in Computer Press Ass. awards |
| PCW | *PCW* bestows World Class Awards at PC Expo |
| IDG | Ad reps entertain IBM agency reps at PC Expo |
| IMS/EMEA | Online: **Jeff Meers**, president IMS/EMEA |
| IDG | Ask the Experts |
| IDG | Call for revisions to 1999 IDG biz unit directory |
| IDG | Employee photo calendar contest gets under way |
| Computerworld | Celebrating 10: **John Corrigan** |

July 13

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|---|---|
| IDG World Expo | International exhibitors increase at E3 expo<br>Sidebar: *GamePro* circ to reach 500,000 by year end |
| IMS/WEC | Global mkt. project showcases intercompany collaboration |
| Mac Publishing | Mac Publishing honored at Computer Press Awards |
| IDG.net | IDG.net launches two new daily newsletters |
| IDG Books | IDG Books party at Book Expo in Chicago |
| IMS EMEA | Online: IMS EMEA President **Jeff Meers** |
| Games Media Grp. | White paper tracks rise in electronic entertainment |
| Computerscope | European managers compete in golf tournament |
| IDC | IDC white paper examines intranets, extranets in ASEAN |
| IDG | Offline: cartoon caption winners |

July 20

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|---|---|
| IMS | **Bernie Theobald** named president of IMS U.S. |
| IDG Romania | PJM visits IDG Romania for *PC World's* 5th birthday |
| IDG CSG | IDG/Baptie conference targets European channel mkt. |
| IDG Bks., Execu. | IDG Books, ExecuTrain ink training pact |
| IDC | IDC readies European IT forum |
| IDG | Online: IDG President **Kelly Conlin** |
| IDC U.K. | IDC U.K. duo speed climbs three peaks for charity |
| IDG | Haiku-writing contest |

July 27

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|---|---|
| IDG | IDG Publishing Institutes span continents and oceans |
| IDC | IDC readies first Internet executive forum |
| IDG | Online: IDG President **Kelly Conlin** |
| IDC | IDC selects FY98 Q3 Excellence Award Winners |
| IDG | just the facts: IT publisher comparisons |
| IDG Bks. | *For Dummies* books get roles in upcoming movies |
| IDG Sweden | Celebrating 10: **Lar Dahmén** |

## August 3

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|---|---|
| IDG | IDG hosts second annual global high-tech mkt. briefings |
| IDG Books | IDG Books stock begins trading at $15.50 a share |
| IMS | IMS hosts IDG Romania clients in U.S. to seek bus. opps. |
| InfoWorld | New management team sustains IW's momentum |
| Int. Pub. Svcs. | Online: IPS President **David Hill** |
| IDG Bulgaria | IDG Bulgaria celebrates market leadership role |
| PC Welt | *PC Welt's* award-winning campaign nets 34,000 readers |
| IDGNS | IDG News Service offers discounted Comdex hotel rooms |
| IDG Sweden | Celebrating 10: **Ann-Charlotte Berg** |

## August 10

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|---|---|
| CW, NW | *CW, NW* take top honors for editorial excellence |
| IDG | IDG teams with Microsoft for Developer Days |
| CW | *CW* orchestrates 10-city tour for Dell server introduction |
| IDG Chile | **Oscar Barros** publishes 8th IT-related book |
| PC Advisor | Online: *PC Advisor* Publisher **Kit Gould** |
| CIO | *CIO*'s million-dollar grant program continues to bear fruit |
| ExecuTrain | ExecuTrain offers discounted training for IDG-ers |
| Industry Standard | IS copy editor helps define difference between sexes |
| IDG News Svs. | IDG News Services plans worldwide eds. mtg. at Comdex |
| IDG | Offline: New cartoon contest |
| IDG Sweden | Celebrating 10: **Lottis Bergson** |

## August 17

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|---|---|
| IDG Australia | Happy 20th birthday IDG Australia |
| IDG Books | IDG Books distributors swap ideas |
| IDG Australia | *CW Australia* editor back in the saddle again |
| IDG Australia | Online: IDG Australia Managing Director **Don Kennedy** |
| IDG Australia | Photos from office and 20th anniversary party |
| IDG | Contest: Trivia from "down under" |

August 24

| | |
|---|---|
| IDG | IS group readies IDG for Year 2000<br>Sidebar: Other steps to be taken |
| IDG Denmark | IDG Denmark's book publishing division finds success |
| IDG Denmark | *CW Danmark* editor blends affinity for writing, music |
| Computerworld | Online: CW President and CEO **Jim Martin** (part 1) |
| Macworld | Macworld Online launches iMacworld.com site |
| PC World | News You Can Use: Lotus Notes Tip of the Day |
| IDG Sweden | Celebrating 10: **Annike Ryström** |

August 31

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|---|---|
| CIO | *CIO* to help broadcasters build better Web sites |
| Mac Publishing | Mac Publishing launches *eMediaweekly* |
| IDG World Expo | **Charlie Greco** named president, IDG WE business dev. |
| Channel Svcs. | *Solutions Integrator* racks up record ad pages |
| IDC | IDC marketing resources available online |
| PC Advisor | Online: *PC Advisor* Publisher **Kit Gould** (part 2) |
| IDG News Svc. | News Service files more than 5,000 original stories in '97 |
| Macworld Expo | Macworld Expo moves back to Boston in 1999 |
| MW Expo Sing. | MW Expo Singapore draws 21,000 |
| IDC | IDC media mentions rank No. 1 |
| IDG | Photo calendar contest |
| IDC U.K. | IDC U.K. dethrones Prince |
| IDG New Zealand | Celebrating 10: **Vibeke Whitehead** |

Sept. 7

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|---|---|
| IDG | IDG, CNN extend relationship to include Spanish content |
| WEC | ICE show returns to Hong Kong |
| IDG NZ | *CW New Zealand* plans recruitment fair |
| IDGNS | News Service will sponsor intl eds. meeting at Comdex |
| IDG | New feature: Letters to the editor |
| Computerworld | Online: **Jim Martin** (part 2) |
| ICE | IDG employees get 50% discount at this month's ICE LA |
| IDG Books | IDG Books launches high-end IT Dummies line |
| IDG | Did you know? U.S. employee demographics |
| InfoWorld | Two employees compete in HiTec Adventure Race |
| IDG | Contest: Where in the World? |

Sept. 14

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|---|---|
| IDG | IDG, Ziff-Davis underwrite study of IT buyers |
| IDG | Sales force! U.S. units hold sales meetings under one roof |
| | Sidebar: Collaborative theme resonates with attendees |
| IDC Australia | IDC Australia counts down to first A/P IT Forum |
| IDG Books | Dummies dominate Publishers weekly -- again |
| IDG | Letters to the editor |
| Mac Publishing | Online: President and CEO **Colin Crawford** (part 1) |
| IDG | Winners of cartoon caption contest |

Sept. 21

| | |
|---|---|
| PC World | *PC World* circulation tops all U.S. monthlies |
| CW Danmark | *CW Danmark* gives readers more of what they crave |
| IPS | New phone system will reap big savings for small unit |
| PCW | Lotus Notes Tip of the Day |
| Mac Publishing | Online: President and **CEO Colin Crawford** (part 2) |
| PC World | *PC World* continues to dominate competitors |
| IDG | Australian trivia contest winners |
| IDG Australia | Celebrating 10: **Denise Gayle Elkins** |

Sept. 28

| | |
|---|---|
| IDG | Publications Database provides sales ammunition |
| | Sidebar: Database opens window on IDG |
| CW | CW's Edtors and Issues Series Focuses on e-commerce |
| IDC Scandinavia | IDC Scand. employees gather in Copenhagen |
| IMS | Global Quick Quote provides instant access to ad rates |
| IDG | Online: **Jim Casella**, chief operating officer |
| IDC | Upcoming IDC events |
| IDG | STARs shine at IDG |
| IDG NZ | Celebrating 10: **Philippa Grattan** |

Oct. 5

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|---|---|
| IDC | IDC analysts share PC market intelligence at conference |
| IDG Belgium | Belgian partner launches *Publish Belgium* |
| IDG | Winners selected in employee photo calendar contest |
| IDG | **Pat McGovern** to speak at IDG-sponsored A/P IT summit |
| GWSC | GWSC offers digital camera in drawing of survey respon. |
| IDG Research | Industry analysis group provides biz units w/various svcs. |
| IDG Japan | Online: **Kozo Hiramatsu** |
| InfoWorld | *IW* circulation boost reflects growth in markets served |
| InfoWorld | *IW*'s **Barbara Ruffner** offers lowdown on circ increases |
| IDG Australia | Celebrating 10: **Stephen Lennox** |

Oct. 12

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|---|---|
| Web Pub/ World Expo | IDG addresses Linux market with online pub, expo |
| ICE | ICE heats up L.A. |
| PC World | *PC World* rate base climbs to 1.2 million |
| IDG | Online: IDG President **Kelly Conlin** |
| Publish/Books | *Publish*-IDG Books Seybold event tackles digital deception |
| IDC | A duffer's dream--**Garry Vlass** nails hole in one! |
| IDG | Contest: Where in the World? |

Oct. 19

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|---|---|
| IDG | Worldwide managers meeting salutes top performers |
| IDG | Business unit leaders share great ideas |
| IMS/EMEA | IDG Brand Awareness survey seeks participants |
| IDG Spain | Online: **Paco Zabalo**, parat 1 |
| IDG Books | **Mike Britton** and his new bride race away from the alter |
| IDG | Offline cartoon contest |
| IDG Spain | In Memoriam: **Valerie Shanks** |

Oct. 26

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|---|---|
| PC Welt | *PC Welt* 15th anniversary issue sets German circu record |
| IDG U.S. | U.S. editors tackle diverse issues at annual gathering |
| Industry Standard | *The Industry Standard* increases circulation 67% |
| IMS | IDG's Latin American titles featured at Comdex Miami |
| IDG Books | Recent Dummies sightings |
| IDG Spain | Online: **Paco Zabalo**, part 2 |
| InfoWorld | IW Consulting Service taps Test Center expertise |
| PC World | *PC World* sponsors Townsend Bell's race car |
| IDG | Celebrating 10: **Judy Callahan** |

Nov. 2

| | |
|---|---|
| IDG Magazine | *GameStar* shines in German market |
| IDG Austria | IDG Austria marks best year in 12-year history |
| IDG Austria | Career switch opens new doors for *CW Austria* e-i-c |
| Macworld | *Macworld* makes splash at Apple quarterly meeting |
| CW Colombia | *CW Colombia* marks 200th issue with gala celebration |
| IDG Norway | Online: Managing Director **Morten Hansen**, part 1 |
| IDG | Humor proves effective ally in **Libby Levinson's** recovery |
| IDG Australia | Celebrating 10: **Lyn See** |

Nov. 9

| | |
|---|---|
| InfoWorld | *InfoWorld* celebrates 20th anniversary |
| InfoWorld | *IW*'s 20th anniversary issue has "thud" |
| InfoWorld | Selected highlights |
| Korea | IDG strengthens ties to Korean partner with joint venture |
| IDC | IDC name, address updates |
| IDG Spain | Golf tournament drives home *CW* name in Spain |
| NetworkWorld | Network World's **John Gallant** interviewed on CNN |
| IDG Norway | Online: Managing Director **Morten Hansen**, part 2 |
| IDG | Celebrating 10: **Doreen Ferguson** |

Nov. 16

| | |
|---|---|
| Middle East | *Network World* launches in Middle East |
| IDG China | **PJM** pledges $1 billion investment in China over 7 years |
| | Sidebar: **Pat McGovern** celebrates 60 visits to PRC |
| | Sidebar: IDG pubs in China |
| IDG China | IDG, PennWell pact to boost telecom coverage in PRC |
| IDG Germany | *GameStar* staff uses video to build reader relationships |
| IDG | Online: IDG President **Kelly Conlin** |
| Conf. Man. Grp. | San Fran to host third edition of Webby Awards |
| | Sidebar: Academy formed to boost digital creativity |
| IMS | IMS staff carves out quite a reputation for itself (pumpkin) |
| IDG | Celebrating 10: IDG IS's **Kevin Burns** |

Nov. 23

| | |
|---|---|
| IDG Books | FY98 proved a most amibitious year for IDG Books |
| IDG Books | *DummiesWorld* newspaper insert offers holiday tips |
| IDG Books | IDG Books adds two outside directors to board |
| IDG Romania | Romania partner launches monthly channel publication |
| IDG Romania | **Mihaela Gorodcov** profiled in national business pub |
| WEC/Asia | IDG expos draw IT professionals in Beijing, Shanghai |
| IDG Germany | Online: **York von Heimburg**, m.d. of Magazine, IDG Enter. |
| Games Media | *GamePro* has a close shave with the law |
| IDG | Offline: cartoon contest winners |

Nov. 30

| | |
|---|---|
| IDG Germany | MacWorld & Publishing Expo draws high-level audience |
| IDC | IDC launches analyst training in Europe |
| | Sidebar: IDC plans U.S. analyst training in 1999 |
| ExecuTrain | ExecuTrain offers customized training for Bellcore |
| IDG Books | IDG Books among those featured in museum's IPO exhibit |
| WEC/ICE | ICE joins IDG World Expo |
| IDG Netherlands | Online: Managing Director **Paul Molenaar** |
| IDC | IDC honors Q3 and Q4 Excellence Award winners |
| IDG | New cartoon contest |

Dec. 7

| | |
|---|---|
| IW | *IW*'s Impact Marketing division hits home run for Qwest |
| IDC | IDC honors high achievers at worldwide sales meeting |
| IDG New Zealand | *New Zealand Reseller News* fares well in MPA Awards |
| IDG Nether. | Online: Managing Director **Paul Molenaar** |
| IDC | IDC recognizes top performers in Europe |
| PC World | In Memoriam: **Ann Kremers** |
| IDG | Celebrating 10: **Allison Stamm** |

Dec. 14

| | |
|---|---|
| IDG Australia | IDG Australia dominates business publishing awards |
| IDG Bulgaria | New publication, product launches cap buy quarter |
| IDC/IDG | IDC, IDG collaborate on Scandinavian conference series |
| Computerwoche | *Computerwoche*'s Career Center provides job opps |
| IDG | Online: IDG COO **Jim Casella** |
| IDC | IDC's training and resource analysts collaborate |
| Publish | *Publish* spices up meeting w/exercise at Culinary Acad. |
| InfoWorld | In Memoriam: **Andy Santoni** |
| IDG | Credit dept. racks up 153 years of experience |
| PC World | Celebrating 10: **Shannon Smith** |

Dec. 21 IDG in 1998: The Year in Review

Volume 28, Number 1

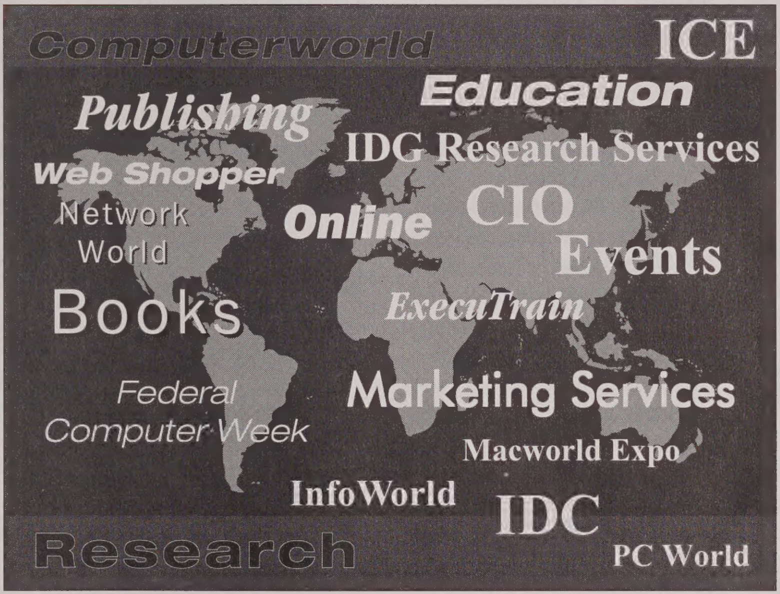
• SPECIAL ISSUE •

January 5, 1998

# IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

## IDG: Who Are We?



Who are we? **We're publishing**. With more than 285 newspapers and magazines in 75 countries representing 95% of worldwide IT spending, we're the world's premier provider of information on information technology.

We're online publishing, with over 200 Web sites in 52 countries joined in the world's largest network of technology-specific Web sites around the world through IDG.net (http://www.idg.net).

**We're market research and analysis**. With more than 375 research analysts in 41 offices around the world, IDC is uniquely positioned to provide a global perspective on IT market and technology trends, serving more than 3,900 corporate and government agencies worldwide.

**We're computer expositions**. IDG World Expo is a worldwide sponsor of more than 110 globally branded conferences and expositions in 35 countries including such leading events as E3, Macworld Expo, ComNet, Windows World Expo and ICE.

**We're books**. With more than 500 titles in print and translations in 38 languages, IDG Books Worldwide is the fastest-growing computer book publisher in the world. Leading brands include ...For Dummies, ...For Teachers, Dummies 101, Novell Press, the ...Simplified series and the ...SECRETS series.

Who are we? **We're training and education**, online and marketing services, but most of all, we're people — more than 8,500 of us in offices across North America, Latin America, Europe, Africa, Asia and the Pacific Rim. Every day, all around the world, IDG employees are delivering IT industry data — in many different forms — to vendors, corporate users and individuals in small offices and at home.

A key strength of IDG is the interconnectedness of the company's different disciplines, which offers customers, quite literally, a world of resources.

This annual issue of *IDG World Update* is designed to give employees a general overview of IDG's vast presence around the world and the primary functions of its major business operations. It is not intended as an exhaustive description of every functional activity within each division.

# PUBLISHING

**The following is a list of IDG publications in print as of December 1997. Books are not included. Offices in countries listed are wholly owned subsidiaries, e.g. IDG Argentina and IDG Australia. Licensees and joint ventures are identified as follows:**

*** = licensee**
**** = joint venture**

**Bimonthly is equivalent to six times a year.**

**Biweekly is equivalent to 26 times a year.**

## UNITED STATES

**Falls Church, Va.**
(FCW Government Technology Group, Inc.)
www.fcw.com
- *Federal Computer Week* (42 times a year, not including supplements)
- *Government Best Buys* (monthly)
- *civic.com* (monthly) — www.fcw-civic.com

**Framingham, Mass.**
(CIO Communications, Inc.)
www.cio.com
- *CIO* (bimonthly)

(Computerworld, Inc.)
www.computerworld.com
- *Computerworld* (weekly)
- *Premier 100* (annually)
- *Global Innovators Quarterly*
- *CW Best Places to Work* (annually)
- *CW Campus Edition* (biannually)
- *Intranets* (monthly)
- *Leadership Series* (monthly)
- *Emmerce*, a Webzine for Electronic Commerce Strategists (quarterly) — www.computerworld.com/emmerce
- *Computerworld Antarctica* — http://antarctica.computerworld.com

(Network World, Inc.)
www.nwfusion.com
- *Network World* (weekly)
- *IntraNet* (monthly)

**Peterborough, N.H., Nashville, Tenn., and Cambridge, Mass.**
(Connell Communications)
Place-Based Media Division
- *Video Event*
- *Take One*
- *Coming Attractions*
- *Taste for Life*

Music Division
- *New Country*
- *Music & The Arts*

Custom-Publishing Division
- *Cable in the Classroom*
- *Better Viewing*
- *CPB Teachers' Digest*

IT Division
- *Practical Windows* (incorporating *DOS World*)

**San Francisco**
(Web Publishing Inc.)
www.wpi.com
- *SunWorld* — www.sunworld.com
- *JavaWorld* — www.javaworld.com
- *NetscapeWorld* — www.netscapeworld.com
- *NC World* — www.ncworldmag.com

All are monthly and Web-only.

(Mac Publishing L.L.C.)
- *Macworld* (monthly) — www.macworld.com
- *MacWeek* (weekly) — www.macweek.com

(PC World Communications, Inc.)
www.pcworld.com
- *PC World* (monthly)
- *The WEB* (monthly) — www.webmagazine.com
- TipWorld (a collection of daily e-mail newsletters) — www.tipworld.com
- Dummies Daily (a collection of daily e-mail newsletters) — www.dummiesdaily.com

(Publish)
- *Publish* (monthly) — www.publish.com

**San Mateo, Calif.**
(GamePro Media Group)
- *GamePro* (monthly) — www.gamepro.com

(IDG Channel Services Group)
- *Solutions Integrator* (22 issues a year) — www.solutionsintegrator.com

(InfoWorld Media Group)
- *InfoWorld* (weekly) — www.infoworld.com

(PC Games Publishing, Inc.)
- *PC Games* (10 times a year) — www.games.net

## ARGENTINA

- *Computerworld* (biweekly) www.computerworld.com.ar
- *PC World* (monthly)
- *Premier Users* (six issues a year)

## AUSTRALIA

www.idg.com.au
- *Computerworld* (weekly) www.computerworld.idg.com.au
- *CIO* (monthly) — www.cio.idg.com.au
- *Network World* (monthly) www.networkworld.idg.com.au
- *Australian PC World* (monthly) — www.pcworld.idg.com.au.
- *Australian Reseller News* (monthly) — www.arn.idg.com.au

## AUSTRIA

www.idg.co.at
- *Computerwelt* (weekly)
- *Computer Handel* (monthly)

## BANGLADESH*

(Information Sevices Network Ltd.)
- *PC World Bangladesh* (monthly) — www.bangla.net/pcwbd

## BELARUS*

(ZAO Komputerny Mir)
- *PC World Belarus* (bimonthly) — www.nsys.minsk.by/pcworld/index.html

## BRAZIL

(IDG do Brazil Ltda)
www.idg.com.br
- *Computerworld* (weekly) —www.computerworld.com.br

## PUBLISHING

- *Network World* (bimonthly) www.networkworld.com.br
- *Reseller World* (bimonthly) www.resellerworld.com.br
- *PC World* (monthly) www.pcworld.com.br
- *Publish* (six issues/year) — www.publish.com.br
- *Anuario de Informatica* (yearly)

**BRAZIL***
(Nova Cultura)
- *Supergamepower* (monthly) www.sgp.com.br

**BULGARIA****
(IDG Technika Communications Co.)
- *PC World Bulgaria* (monthly)
- *Computerworld Bulgaria* (weekly)
- *Network World* (quarterly)

**CANADA****
(Laurentian Technomedia, Inc.)
www.lti.on.ca
- *Computerworld Canada* (25 times a year)
- *Network World Canada* (bimonthly)
- *CIO Canada* (monthly)
- *Client Server World* (quarterly)

**CARIBBEAN***
(Trejos Hermanos Sucesores S.A.)
- *PC World Republica Dominicana* (monthly)
- *PC World Puerto Rico* (monthly)

**CENTRAL AMERICA***
(Trejos Hermanos Sucesores S.A.)
- *PC World Centro America* (monthly)
- *Computerworld America Central* (biweekly)

**CHILE***
(Publicaciones en Computacion Ltda.)
- *Computerworld Chile* (biweekly) — www.cworld.cl
- *PC World Chile* (monthly)

**COLOMBIA***
(Inviarco Ltda.)
- *Computerworld Colombia* (biweekly)

**COLOMBIA***
(Grupo Editorial Producto)
www.gep.com.ve
- *PC World Colombia* (monthly)

**CROATIA***
(3-media, d.o.o.)
- *Computerworld Hrvatska* (biweekly)

**CZECH REPUBLIC**
www.idg.cz
- *Computerworld* (weekly) —www.idg.cz/computerworld
- *PC World* (monthly) — www.idg.cz/pcworld

**DENMARK**
www.idg.dk
- *Computerworld* (weekly) — www.computerworld.dk
- *Kommunikation* (monthly)
- *PC World* (bimonthly) — www.pcworld.dk
- *Macworld* (monthly) — www.macworld.dk
- *Tech World* (monthly) — www.idg.dk/tw
- *Web World* (monthly)
- *Job World* (daily) — www.jobworld.dk

**ECUADOR***
(Ediworld, Cia., Ltda.)
- *PC World Ecuador* (monthly)

**EGYPT***
(World Publishing Ltd.)
- *Computerworld Middle East* (biweekly)
- *PC World Middle East* (monthly)

**FINLAND***
(Oy Talentum Ab)
www.talentum.fi
- *MikroPC* (20 times a year) — www.talentum.fi/mikropc/
- *Tietoverkko* (11 times a year) — www.talentum.fi/tietoverkko/
- *Tietoviikko* (42 times a year) — www.talentum.fi/tietoviikko/
- *IT-Kanava* (10 times a year) — www.talentum.fi/itkanava/ (Feb. '98 debut)

**FRANCE**
(IDG Communications France — Business Press Group)
www.idg.fr
- *Le Monde Informatique* (weekly) — www.lmi.fr
- *Reseaux & Telecoms* (monthly) — www.reseaux-telecoms.fr
- *Distributique* (weekly) — www.distributique.fr

**FRANCE**
(IDG Communications France — Consumer Magazine Group)
www.idg.fr
- *InfoPC* (monthly) — www.infopc.fr
- *Macworld* (monthly) — www.macworld-fr.com/

**GERMANY**
(IDG Magazine Verlag GmbH)
www.idgcom.de
- *Macwelt* (monthly) — www.macwelt.de
- *PC Welt* (monthy) — www.pcwelt.de

**GERMANY**
(Computerwoche Verlag GmbH)
- *Computerwoche* (weekly) — www.computerwoche.de
- *ComputerPartner* (bimonthly) www.computerpartner.de
- *Global Online* (monthly) — www.global-online.de
- *Software-Katalog* (twice a year) www.cwsoftware.de

**GERMANY**
(IDG Entertainment Verlag GmbH)
www.idgcom.de
- *GameStar* (monthly) — www.gamestar.de

**GREECE***
(Delta Graph, Ltd.)
- *GamePro Greece* (monthly)

**GREENLAND***
(Sermitsiak)
- *Computerworld* (monthly)

## PUBLISHING

**HONG KONG**
• *Computerworld Hong Kong* (weekly) — www.cw.com.hk
• *PC World Hong Kong* (monthly) — www.pcworld.com.hk

**HUNGARY**
• *PC World Hungary* (monthly) — www.idg.hu/pcw
• *Computerworld Számítástechnika* (weekly) — www.idg.hu/szt
• *PC-X Magazine* (monthly) — www.idg.hu/pcx
• *iNterNeTTo* (daily online magazine) — www.idg.hu/internetto

**ICELAND***
(Hemra ehf., Tolvuheimur)
www.heimur.is
• *Tolvuheimur* (10 times a year)

**INDIA***
(Media Transasia India, Ltd.)
• *IS Computerworld* (biweekly)
• *PC World India* (incorporating *Macworld*) (monthly)
• *Information Communications World* (monthly)

**INDONESIA***
(PT Penerbitan Sarana Informatika)
• *Info Komputer/PC World* (monthly)

**IRELAND***
(Computer Scope, Ltd.)
• *ComputerScope* (monthly)
• *PC Live!* (six times a year)
• *PC Live! Top Tips* (six times a year)
• *Apple Report*

**ISRAEL***
(Olamot-Media Industries)
• *Macworld Israel* (six times a year)

**ITALY**
(IDG Communications Italia S.r.l.)
www.idg.it
• *PC World Italia* (monthly) — www.idg.it/pcworld
• *Macworld Italia* (monthly) — www.idg.it/macworld
• *Computerworld* (weekly)
• *Networking* (weekly)

**JAPAN**
(IDG Communications)
www.idg.co.jp
• *Sun World* (monthly)
• *Windows World Japan* (monthly)
• *OS/2 World* (bimonthly)
• *HP Open World* (quarterly)
• *Windows NT World* (monthly)
• *Macworld* (monthly)
• *Java World* (monthly)
• *Computerworld Today* (daily) — www.idg.co.jp/cwt

**KENYA***
(Upstart Limited)
• *PC World East Africa* (monthly) — www.africaonline.co.ke/AfricaOnline/pcworld.html

**KOREA***
(CIO Communications)
• *CIO Korea* (monthly)

**KOREA***
(Leading Communications Co., Ltd.)
• *Network Computing* (biweekly)

**LATVIA***
(DT Media Group)
• *DatorPasaule* (monthly)
• *Publish Latvia* (monthly)

**LITHUANIA***
(Magazine Kompiuterija/PC World Lithuania)
• *PC World Lithuania* (monthly)

**MACEDONIA***
(Astor d.o.o.)
• *PC World Macedonia* (monthly)

**MALAYSIA**
• *Computerworld Malaysia* (monthly)

**MALAYSIA***
(Communications Resources Private Ltd.)
www.comres.com.sg
• *PC World Malaysia* (monthly) — www.jaring.my/pcworld
• *The WEB Malaysia* (monthly)

**MALTA***
(Business Marketing Services, Ltd.)
• *PC World Malta* (monthly) — www.maltanet.net/personal/bms

**MEXICO**
• *Computerworld Mexico* (weekly) — www.idg.com.mx

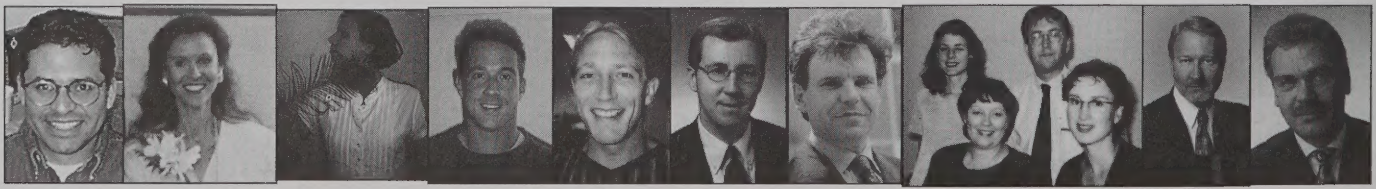
**MEXICO**
• *PC World Mexico* (monthly) — www.pcworld.com.mx

**MYANMAR***
(Today Publishing House Ltd.)
• *PC World Myanmar* (monthly)

**NEPAL***
(Interactive Group (P.) Ltd.)
• *PC World Nepal* (monthly)

**THE NETHERLANDS**
www.idg.nl
• *Computer! Totaal* (monthly)
• *LAN Internetworking Magazine* (monthly)
• *Macworld (monthly)*
• *Net (monthly)*
• *InfoWorld (biweekly)*

**NEW ZEALAND**
www.idg.co.nz
• *Computer Buyer* (six issues a year)
• *Computerworld* (weekly)
www.computerworld.co.nz
• *MTB Management Technology Briefing* (monthly)
• *Network World* (six issues a year)
• *New Zealand PC World* (monthly) — www.pcworld.co.nz
• *New Zealand Reseller News* (24 issues a year)



## PUBLISHING

**NORWAY**
www.idg.no
- *Computerworld Norge* (weekly) — www.computerworld.no
- *Computerworld Tirsdag* (13 issues a year)
- *CW Kursguide Norge* (semiannually) — www.idg.no:81/cwn/kursguid.nsf
- *CW Kursguide Web* (monthly) — www.idg.no/kurs
- *PC World Ekspress* (22 issues a year) — www.pcworld.no/
- *PC World Nettverk* (eight issues a year) — www.pcworld.no/
- *PC World Norge* (14 issues a year) — www.pcworld.no/
- *PC World Norge Produktguiden* (semiannually) — www.pcworld.no/
- *it-bransjen* (monthly) — www.pcworld.no/

**PAKISTAN***
(Omag Enterprises)
- *Computerworld Pakistan* (biweekly) — www.saher.com/cw

**PANAMA***
(Edicomputo, S.A.)
- *PC World Panama* (monthly) — www.pcworld-pma.com

**PEOPLE'S REPUBLIC OF CHINA (PRC)****
(China Computerworld Publishing and Service Co.)
- *China Computerworld* (weekly) — www.computerworld.co.cn
- *PC World China* (monthly)
- *Computer and Communication* (weekly)

**PRC***
(Chengdu Electronic Research Institute)
- *Electronic Weekly*
- *Software Weekly*

**PRC***
(Chengdu Telecomworld Publishing Corp.)
- *China Telecomworld* (weekly)

**PRC***
(Chongqing Science and Technology Association)
- *Popular Computer Week*

**PRC***
(Publishing House of Electronics Industry)
- *Electronics Today* (monthly)

**PRC****
(Institute of Science and Technology Information Center)
- *Electronic Design China* (monthly)
- *China Internetworld* (monthly)
- *Telecom World* (monthly)

**PRC****
(Way Ahead Software Co. Ltd.)
- *Game Software* (monthly)
- *Popsoft* (monthly)
- *Software* (monthly)

**PRC****
(Research Center of Computer and Microelectronics Industry Development)
- *China InfoWorld* (weekly)
- *China Computer Users* (biweekly)
- *Software World* (monthly)

**PERU***
(Empresa Editora El Comercio, S.A.)
- *Computerworld Peru* (biweekly)
- *PC World SOHO Peru* (biweekly)
- *PCW Profesional Peru* (monthly)
- *Intermedia* (biweekly)

**PHILIPPINES***
(WS Computer Publishing Corp.)
- *Computerworld Philippines* (biweekly)
- *PC World Philippines* (monthly)
- *Click!* (monthly)
- *The Web Philippines* (bimonthly)
- *Channel World Philippines* (monthly)

**POLAND**
- *Computerworld Polska* (weekly)
- *PC World Komputer* (monthly) — www.pcworld.com.pl
- *NetWorld* (monthly)
- *Publish & Macworld* (monthly)
- *Cyber* (bimonthly) — www.cyber.com.pl

**PORTUGAL***
(CMB 10 - Publicacoes e Servicos Lda.)
- *Dealer World Portugal* (monthly)
- *Network World* (monthly)

**PORTUGAL***
(Edicoes Expansao Economica Lda.)
- *PC World/Cerebro* (monthly)
- *Computerworld/Correiro Informatico* (biweekly)
- *Publish Portugal* (monthly)

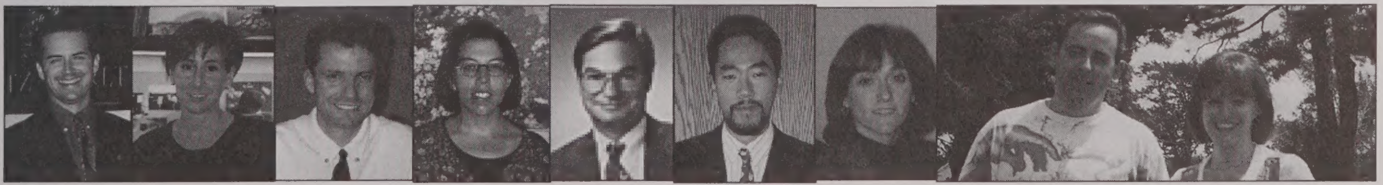
**ROMANIA****
www.kappa.ro/idgro/idgro.html
- *PC World Romania* (monthly) — domino.kappa.ro/e-media/pcworld.nsf/
- *Computerworld Romania* (weekly) —domino.kappa.ro/e-media/computerworld.nsf/
- *Telecom Romania* (monthly) — domino.kappa.ro/e-media/telecom.nsf/

**RUSSIA***
(Open Systems Publications)
- *Computerworld Russia* (weekly)
- *Publish* (bimonthly)
- *Mir PK* (monthly)
- *Sety* (monthly)

**RUSSIA***
(LBL-Baltic)
- *CIO Russia* (bimonthly)

**SINGAPORE**
- *Computerworld Singapore* (weekly)

**SINGAPORE***
(Communications Resources Private Ltd.)
www.comres.com.sg



# PUBLISHING

- *PC World Singapore* (monthly) — www.comres.com.sg/pcworld
- *The WEB Singapore* (monthly) — www.theweb.com.sg

**SLOVENIA***
(Pasadena d.o.o.)
- *Monitor* (monthly)

**SOUTH AFRICA***
(TML Trade Publishing)
- *Computing SA* (weekly) — www.itupdate.co.za
- *Network World SA* (monthly)
- *IntraNet Magazine* (NW) (monthly)

**SPAIN**
www.idg.es
- *Computerworld Espana* (weekly) — www.idg.es/computerworld
- *Comunicaciones World* (monthly) — www.idg.es/comunicaciones
- *Dealer World* (monthly) — www.idg.es/dealer
- *Diario Informatico* (daily) — www.idg.es/diario
- *Macworld Espana* (monthly) — www.idg.es/macworld
- *PC World Espana* (monthly) — www.idg.es/pcworld

**SRI LANKA***
(Interlink Publications (Pvt.) Ltd.)
- *Infolink/PC World* (monthly)

**SWEDEN**
www.idg.se
- *CAP & Design* (nine issues a year) — www.idg.se/capdesign
- *Computer Sweden* (86 issues a year) — www.idg.se/cs
- *Internet World* (monthly) — www.idg.se/iworld
- *MaxiData* (monthly) — www.idg.se/maxidata
- *Mikrodatorn* (15 issues a year) — www.idg.se/mikrodatorn
- *Nätverk & Kommunikation* (22 issues a year) — www.idg.se/natkom
- *PC for ALLA* (monthly) — www.idg.se/pcforalla
- *It-Branschen* (monthly) — www.idg.se/it.b
- *MacWorld* (monthly) — www.macworld.se
- *IT-Affärer* (monthly) — www.idg.se/itaffarer

**SWITZERLAND**
- *Computerworld Switzerland* (weekly) — www.computerworld.ch
- *Macworld Switzerland* (monthly) — www.macworld.ch
- *Pctip Switzerland* (monthly) — www.pctip.ch

**TAIWAN**
www.idg.com.tw
- *Computerworld/InfoWorld Taiwan* (weekly)
- *PC World Taiwan* (monthly)

**TAIWAN***
(Team Strong Media Co. Ltd.)
www.tsmedia.com
- *Macworld Taiwan* (monthly)
- *New ViSiON/Publish* (monthly)

**THAILAND***
(Media TransAsia Thailand Ltd.)
- *Thai Computerworld* (biweekly)

**TURKEY****
(IDG A.S./Turkey)
- *Computerworld-Turkiye* (weekly) — www.computerworld.com.tr
- *PC World-Turkiye* (monthly) — www.pcworld.com.tr
- *Macworld-Turkiye* (monthly) — www.macworld.com.tr
- *Network World-Turkiye* (monthly) — www.networkworld.com.tr

**U.K.**
(IDG Media)
www.idg.co.uk
- *PC Home* (monthly) — www.idg.co.uk/pchome/
- *Playstation Pro* (monthly)
- *Acorn User* (monthly) — www.idg.co.uk/acornuser/
- *Parents and Computing* (monthly) — www.idg.co.uk/parents/
- *N64 Pro* (monthly)
- *The WEB* (monthly)
- *Windows Utilities* (eight issues a year) — www.idg.co.uk/windows/

**U.K.**
(IDG Communications)
- *PC Advisor* (monthly) — http://pcadvisor.co.uk
- *Macworld* (monthly) — www.macworld.co.uk
- *Power PC Business* (bimonthly)

**UKRAINE***
(Comizdat Publishing Co.)
- *Computerworld Kiev* (weekly)

**UKRAINE***
(PC World Ukraine)
- *PC World Ukraine* (monthly)

**VENEZUELA**
- *Computerworld Venezuela* (weekly) — www.cwv.com.ve

**VENEZUELA***
(Grupo Editorial Producto)
www.gep.com.vw
- *PC World Venezuela* (monthly) — www.pcworld.com.ve

**YUGOSLAVIA***
(Mikro Knjiga Publishing Co.)
- *PC World Yugoslavia* (monthly)

**ZIMBABWE***
(Multimedia Publications Pvt. Ltd.)
- *PC World Zimbabwe* (monthly)

### FOR MORE DETAILS ON PUBLICATIONS...

**There are several ways to learn more about IDG publications. On IDG Central (http://idgcentral.com or on Lotus Notes), check out the IDG Directory. On Lotus Notes only, see the IDG Publications Database produced by IDG Marketing Services and the Licensee Database maintained by International Publishing Services.**

# PUBLISHING

## PUBLISHING PRODUCT LINES

**Below are descriptions of the major U.S. product lines. While these descriptions reflect the mission statements of U.S. publications, the positioning is generally similar for titles published outside the U.S. Frequency may vary by country.**

### CIO

CIO Communications, Inc. was formed in 1987 to help CIOs, IT executives and other senior management executives succeed in their enterprises through the use of information technology. The company publishes *CIO* magazine, produces the award-winning www.cio.com Web site, and develops and produces CIO Executive Programs, a series of conferences that provides educational and networking opportunities for corporate and government executives who want to expand their knowledge of technology, business management issues and innovative products and services. (bimonthly)

### COMPUTERWORLD

*Computerworld* is the newspaper serving IT leaders: those IS executives responsible for enterprise-wide computer and networking technology that enhance competitive business operations. *CW* focuses on technology news and analysis, providing top-of-the-line strategic information linking corporate and organizational goals in the context of the peer perspective of its readers. (weekly)

### GAMEPRO

GamePro Media Group is the world's largest interactive entertainment information provider for gamers and has earned its reputation as the most innovative publishing company in its category. GamePro Media Group produces a variety of ancillary products that complement *GamePro* magazine — the world's largest multiplatform gaming publication, which reaches 1.4 million gamers every month. (monthly)

### INFOWORLD

*InfoWorld*, the voice of enterprise computing, is a controlled-circulation newsweekly that reaches more than 350,000 IT executives who are responsible for purchasing enterprise-class systems in volume. Every week in print and every day on InfoWorld Electric (www.infoworld.com), *InfoWorld* provides business-critical, product-focused news, as well as testing and reviews backed by the renowned and respected InfoWorld Test Center. (weekly)

### MACWORLD

*Macworld* is the premier Macintosh magazine providing relevant and comprehensive coverage of the most innovative and exciting new products developed for the Mac platform. Macworld's respected and seasoned industry journalists provide in-depth product reviews, objective lab-based comparisons, compelling features and how-to-articles edited for professional users who deploy Mac technology for creative applications from sales and marketing presentations to high-end pre-press and digital media production. (monthly)

### MACWEEK

*MacWEEK* is the only newsweekly devoted to covering the news, trends, opinions and latest product and technology announcements on the Macintosh platform as it relates to the creation and management of digital media for print, broadcast or online. *MacWEEK* subscribers, who are qualified by their site's primary business activity as well as digital media applications installed, depend on *MacWEEK* to successfully manage their companies' digital media assets created for commercial use by their clients or as part of a corporate brand-building strategy. (weekly)

### NETWORK WORLD

*Network World* is the only newsweekly of enterprise network computing, designed to provide network IS professionals with the information necessary to deliver the open applications and infrastructure required to meet evolving business needs. The publication is an advocate for network IS through its breaking news and analysis, technology primers, as well as buyer's guides, columns and tests. (weekly)

### PC WORLD

The world's largest monthly computer magazine, *PC World* is targeted to meet the informational needs of PC-proficient managers — individuals empowered by their companies to directly influence the purchase of PC products. Through its award-winning editorial, *PC World* helps managers plan effectively, buy wisely and use their investments in technology to maximize personal and workgroup productivity. (monthly)

### PC GAMES

*PC Games*, the resource for connecting gamers to games, is dedicated to the technologically savvy gamer — the core of the interactive gaming industry who demands in-depth, objective product information to make accurate buying decisions. Gamers are among

# PUBLISHING

the earliest to adopt new technologies, and their hobby requires the best hardware and Internet-related products. Each issue comes bundled with a CD-ROM that includes demos of the hottest PC games, plus online/gaming service software to help readers play multiplayer titles. With more product reviews each month and a heavy online focus, *PC Games* informs, entertains and provides valuable information about today's and tomorrow's PC gaming industry. (10 times per year)

**PUBLISH**
Devoted to electronic publishing tools and techniques, *Publish* reaches a mix of graphic designers, Web publishers, print production and prepress professionals and corporate in-house production managers. (monthly)

**RESELLER PUBLICATIONS**
This product line is a growing collection of publications that target the computer dealer and reseller distribution channel. The product line currently comprises almost a dozen titles, including monthlies, bi-weeklies, weeklies and a Web site, updated daily, hosted by flagship *Distributique* in France.

## GLOBAL PRODUCT SUPPORT CENTERS

**COMPUTERWORLD/INFOWORLD**
Contact: Siri Herud, IDG Norway
Tel: 47-22-05-3000
47-22-05-3108
Fax: 47-22-05-3001
47-22-05-3110
Internet: siri.herud@idg.no.

**MACWORLD**
Contact: Sharon Sanderson
Tel: 415-978-3258
Fax: 415-267-1788
Internet: sharon_sanderson@macworld.com

**NETWORK WORLD**
Contact: Joanne Wittren
Tel:508-820-7432
Fax: 508-879-3167
Internet: jwittren@nww.com
Contact: Colin Ungaro
Tel: 508-820-7400
Internet: cungaro@nww.com

**PC WORLD**
Contact: Nancy Jacobs
Tel: 415-978-3303
Fax: 415-442-1891
Internet:
nancy_jacobs@pcworld.com

**PUBLISH**
Contact: Erika Bauer
Tel: 415-974-7320
Fax: 415-975-2613
Internet: ebauer@publish.com

**GLOBAL WEB SUPPORT CENTER**
(within Web Publishing, Inc.)
Contact: Victoria Anderson
Tel: 415-978-3175
Fax: 415-267-1732
Internet:
anderson@supportcenter.com, or vicki@wpi.com

**CHANNELWORLD**
(Reseller Global Product Support Center)
Contact: Gerard Adamis, IDG France
Tel: 33-1-49-04-78-65
Fax: 33-1-49-04-79-48

## Online Employee Resources

Two online resources can provide employees with a vast array of information about the company:

**IDG'S HOME PAGE**
Located on the Internet at http://www.idg.com, IDG's Web site is designed for an external audience but offers much information that IDG employees can use, as well.

For more information on the IDG Home Page, contact Director of Multimedia Development **Pat Jones** (pat_jones@idg.com) or Director of Public Relations **Heidi Creighton** (heidi_creighton@idg.com)

**IDG CENTRAL**
IDG's password-protected internal Web site is located at http://idgcentral.com and on Lotus Notes. Overseen by IDG Global Communications in San Mateo, Calif., IDG Central contains a variety of resources including:

- The IDG Directory, IDG World Update Online, the IDG News Service, Human Resources information, discussion forums and a restricted-access, executives-only section.

To obtain a login and password for IDG Central, send a request via e-mail to globalcomm@idg.com. Or call Global Communications at 650-524-5700.

# IDG BOOKS WORLDWIDE, INC.

**IDG BOOKS WORLDWIDE, INC.**
- **Established: 1990**
- **Number of titles: More than 500 titles in print, translations in 38 languages**
- **Number of employees: 402**
- **Key contacts: John Kilcullen, CEO (tel: 650-655-3000, fax: 650-655-3299, jkilcullen@idgbooks.com)**
- **Steven Berkowitz, President (tel: 650-655-3000, fax: 650-655-3299, sberkowitz@idgbooks.com)**

• **Mission**: To deliver innovative and timely computer, business and general reference information that exceeds our customers' expectations and is supported by superior service.

• **Scope of work**: IDG Books Worldwide publishes books and other products that offer extra value and skill-building information. By applying IDG's technical, market and editorial know-how, the company produces products that fulfill the needs of people of all skill levels.

**Brands and Product Lines**

• **...For Dummies®** books are the fun and easy way for the reluctant beginner to learn. The series includes the following line extensions: MORE...For Dummies®, the next book to buy containing more tips and advice; the ...For Dummies® Quick References, handy compilations of essential commands; Dummies 101®, quick and easy tutorials; and the ...For Teachers™ series, the first series of computer books written by teachers for teachers. The For Kids and Parents™ series offers families information and activities to enhance their familiarity and enjoyment of computers and the Internet.

• **SECRETS®** books unlock hidden techniques for readers seeking more power and performance from their software and hardware. Experts share the undocumented, hard-to-find features that turn readers into insiders.

• **Bibles** are the Holy Grail references for beginning to advanced users looking for detailed, in-depth information on mastering software and hardware. These A-to-Z reference books make learning easy with their tutorial style.

• **The 3-D Visual™ Series** ranges from the ...SIMPLIFIED™ books, offering full-color guides for absolute beginners. Designed with lively graphics and minimal text for visual learners, these show readers the ABCs of using their computers and software. Teach Yourself... VISUALLY™ books coach novices on the basics of software and hardware with crisp, colorful graphics that show, not just tell, how to get going. The new Mastering... VISUALLY™ series is for more advanced users who prefer a visual learning approach.

• **One Step at a Time™** is a brand-new series offering an innovative interactive CD-ROM learning experience. Users can tackle projects and receive immediate feedback that they are doing it right.

• **Novell Press®** books are the authorized texts written by Novell-certified authors for Novell test preparation and for Novell network administrators and professionals.

• The **MCSE Professional Series** offers study guides to prepare professionals for Microsoft certification exams.

• The new **Professional Series**, featuring distinctive black covers, offers high-level information and resources on programming and networking topics.

**Locations**

Because of its adoption of IDG's decentralization philosophy, the company's desire to draw talent from every possible resource and enabling technology, IDG Books Worldwide has several offices across the U.S.

*Foster City, Calif.*: This office houses the company's corporate support center, sales administration and marketing groups, as well as the public relations, packaging, emerging markets and online departments, IDG New Media, IDG Books Online, and IDG Books Technology Publishing. **Brenda McLaughlin** is the senior vice president and publisher. **Walter Bruce**, vice president and associate publisher, and **Steve Sayre**, associate publisher, are responsible for consumer and professional level books, respectively, for the Computer Publishing Group.

*Indianapolis, Ind.*: This office houses a variety of publishing functions: author management, editorial and page layout in addition to the operations department. It is the home of Dummies Technology Press and Dummies Trade Editorial Department. **Diane Steele** is the vice president and associate publisher of Dummies Technology Press.

*Dallas*: This office, under the direction of **Lisa Coleman**, director of special markets, houses the IDG Books Education Group, devoted to expanding IDG Books Worldwide's pres-

## IDG BOOKS WORLDWIDE, INC.

ence in the educational and corporate market.

*Chicago*: This office houses the Dummies Trade Press acquisitions office. The Trade Press encompasses business, lifestyle, sports, cooking, fitness and other general reference topics. **Kathy Welton** is the vice president and publisher of Dummies Trade Press.

Field sales staff are in Barrington, R.I.; Denver; Algonquin, Ill.; New York; San Francisco; Dallas; Sunrise, Fla.; Chicago; Indianapolis, Ind.; and Foster City, Calif.; with sales partners in Greensboro, N.C.; Beaverton, Ore.; and Toronto, Ont.

### Licensing

**Key contact: Marc Mikulich**, vice president of rights and licensing (tel: 650-655-3018, fax: 650-655-3281); **Derek Stordahl**, subsidiary rights manager (tel: 650-655-3074).

Rights and Licensing is responsible for new products and brand licensing, including the Classical Music for Dummies series, Dummies Daily™ electronic newsletters, audio books and calendars. Foreign and subsidiary rights include translations rights (magazine articles and cover mounts) in more than 38 languages, book-club rights and serial rights.

**Note: Discount for IDG employees! IDG employees may receive a 30% discount on any book published by IDG Books Worldwide when ordered by telephone and paid for with a credit card. Call 800-762-2974 (callers outside the U.S. should dial 415-655-3000) and identify yourself as an IDG employee. For more information, contact Kelley Anderson via e-mail at: kanderson@idgbooks.com.**

## IDC

**International Data Corp. (IDC)**
- **Headquarters: Framingham, Mass.**
- **Locations: Seven offices in the U.S. (Framingham; Iselin, N.J.; Miami, Fla.; Austin, Texas; Irvine, Calif.; Mountain View, Calif.; IDC Government in Falls Church, Va.; and IDC/LINK in New York) and operations in 41 other countries.**
- **Established: 1964**
- **Number of employees: 650 worldwide (375 in the U.S.)**
- **Key contact: Kirk Campbell, president and CEO (tel: 508-872-8200, fax: 508-935-4610, kcampbell@idcresearch.com)**

• **Mission**: To be the world's leading provider of market information, industry analysis and strategic and tactical guidance to builders, providers and users of information technology.

• **Scope of work**: IDC provides data, analysis, advice and custom consulting to the world's leading information technology suppliers, as well as to the foremost organizations in banking and finance, insurance, entertainment, advertising, publishing, consumer goods and government.

With a global network of 375 analysts in 41 countries, IDC is the industry's most comprehensive resource on worldwide IT trends, markets, products, vendors and geographies.

IDC is the only research company in the IT business committed to establishing an international network of strong local research offices. Although the type of product and delivery system may vary from office to office, the standard means of responding to client needs are through three main areas of support: Continuous Information Services, Multiclient Studies and Consulting.

### Continuous Information Services

IDC's clients subscribe to one or more of a choice of 100 Continuous Information Services spread across several major research categories: Internet, Networking and Telecommunications, Personal Systems, Systems, Software, Components and Peripherals, Channels, Services, Consumer.

Clients have direct access to authoritative intelligence on technology trends, pricing, customer requirements, distribution channels and competitive strategies through a variety of channels: analyst-on-call (in person, via telephone, e-mail or fax); research (print, CD-ROM, Lotus Notes, IDCNet, intranet); conferences and briefing sessions; on-site briefings; IDC Flashes (for late-breaking news); telebriefings and research libraries.

### Multiclient Studies

Multiclient studies are major research projects designed to share the cost of emerging market or specialized research among a group of sponsors. A close working relationship allows client sponsors to participate in the project design and scope. These comprehensive studies provide benchmark re-

# Job Opportunities
## Monday, January 5, 1998

**Marketing Coordinator (CHSG)**
This position includes the following responsibilities: tradeshow and special event coordination, liaison activities between parent company, public relations, sales team support activities, Value-Add program coordination, travel to tradeshows and conferences. This is an excellent opportunity for an individual who is looking to make a career change into high-technology marketing. We are looking for a proactive team player with 1-3 years experience in marketing communications. Candidates should possess excellent written, verbal, and interpersonal skills; and the ability to grow and excel in a fast-paced, deadline driven business environment. The ideal candidate must enjoy working with others in a team environment and have prior experience in event coordination. Excellent computer skills a must. Travel required.
Location: San Mateo, CA
Contact: C. Debalko, Fax: 650-294-7801, Phone: 650-295-7804, Email: catey_debalko@idgchsg.com

**Sr. VP, Sales and Business Development (IDG/WE)**
IDG World Expo seeks a seasoned sales professional to lead the key account and new business sales strategy for IDG trade shows and conferences. This will include developing relationships with the top IT accounts in the industry in order to expand domestic and international sales into existing IDG events and on generating sales into new IDG events. Individual must have a minimum of 8 years experience in major account sales with extensive sales management experience, preferably in a tradeshow/event sponsorship sales environment. Strong interpersonal and business development skills and exceptional knowledge of the IT and IT event industries a must. Location: Framingham, MA
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

**Advertising Sales Associate (CIO)**
CIO is looking for a high energy individual to provide sales support to the San Francisco, CA sales office. Responsibilities include: customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders. You will also be responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and rfp's. Ideal candidates will have a customer service orientation, strong writing skills, PC computer experience, familiarity with Microsoft Word, Excel, PowerPoint, and a minimum of 2-3 years business experience. Location: San Francisco, CA
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Director of Research (CW)**
This individual will direct all research activities within Computerworld, Inc. Will be responsible for planning, developing and executing all company-wide research projects to analyze existing and potential markets, to measure and recommend ways to improve Computerworld's image and content, to promote the publication through extensive market visits and presentations, and to promote the use of qualitative research to help generate advertising space sales. Extensive knowledge of industry research standards with a keen focus and expertise in syndicated research is a must. Thorough knowledge of market research vendors' capabilities required. The successful candidate will have college level training (preferably at the graduate level) in research and statistics and a minimum of 8 years work experience in database analysis and marketing. Strong leadership, presentation, verbal and written communication skills are essential as is the demonstrated ability to organize and simultaneously manage many projects. Related magazine publishing research experience is strongly preferred. Travel is also required. Location: Framingham, MA
Contact: S. Perry, Fax: 508-879-3760, Phone: 508-820-8160, Email: susan_perry@cw.com

**Office Administrator (IDC)**
The Office Manager will be responsible for overseeing IDC Latin America's Miami office logistics and supporting management and staff administrative requirements. Position requires strong organization skills and ability to work in small team environment. Experience with production logistics, events planning, and database spreadsheet skills are required. This job requires at least 1-2 years experience in office administration, solid foundation in contact database manipulation, excellent organization skills, fluency in English, and strong proficiency in Spanish and/or Portuguese.
Location: Coral Gables, FL
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

**Research Analyst - Business Network Services (IDC)**
IDC seeks a motivated analyst to join the Business Network Services program. This analyst will be responsible for conducting secondary and primary research with a particular focus on Internet Service Providers. Specific, this position will include writing research and supporting a growing client base in this emerging area of telecommunications services. Either technical or industry experience a plus, experience working with spreadsheet and word processing applications a must. Location: TBD
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

**Application Developer (IDC)**
We need a special individual who combines strong interpersonal and team skills with first class technical capabilities. The selected candidate will use their abilities to deliver customer driven solutions. Verbal and written communication skills will be crucial to success. On the technical side we are looking for at least 2 years experience developing Windows based database applications in mission critical contexts. Experience with Oracle environments, customer information systems, Lotus Notes or administration, Visual Basic or Notrix are desirable. The ability to work with end-users to develop requirements and provide solutions rapidly will be a key to success in this position. BS in Computer Science or related field required. Location: Framingham, MA
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

**Intranet Software Engineer (IDC)**
The Interactive Products and Software group is currently looking for an Intranet Software Engineer to help with the development of and support of Intranet and Internet products. Additional responsibilities include product development of new functionality, customer-requested enhancements, bug fixes, administrative and reporting systems and will work with other developers on common baseline systems. Email and telephone support included, plus call and report tracking, problem verification and testing. This is a high-visibility position with direct contact with network administrators at customer locations. The successful candidate should be a college graduate and have implementation experience in one or more of: Intranets, FTP, TCP/IP networks, firewalls, proxy servers. Other knowledge required is either C++, Perl, or Java coding experience, customer support, QA and/or project management experience in a software environment. Familiarity with Notes, HTML, HTML authoring packages desirable. Location: Framingham, MA
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idcresearch.com

**Lotus Notes Technical Support Specialist (IDC)**
The Interactive Products and Services group is currently looking for a technical support specialist to provide IDC customer support for the Internet and Lotus Notes-based products. In order to be successful in this role, the candidate should possess good problem-solving, client, organizational, and communication skills. Other skills/education for this position: bachelors degree, 1 year Lotus Notes Administration experience with working knowledge of Notes and Notes security systems, 1 year experience in technical support or help desk support, preferably in direct contact with customers and outstanding customer support on communications abilities. Desire and ability to learn new electronic publishing and Internet web technologies InterNotes and/or Internet web experience a plus. Location: Framingham, MA
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idcresearch.com

**Facilities Planner (IDG Central Services)**
Responsible for planning, design, layout and utilization of space, giving appropriate attention to the organization's expectations regarding future operations. Provide services to staff to assure the provision of adequate office facilities. Maintain inventories of facility space and furnishings for evaluation and control purposes and facilitates the establishment of standards. Minimum of 2-3 years experience in facility related services. Basic knowledge of the Mac. Experience in the design and installation of Haworth and Haller furniture systems. Must have thorough understanding of the principles of space design and layout. Good administrative skills and excellent communications skills both written and verbal. CA driver's license with a good driving record required. Location: San Francisco, CA
Contact: S. Heistand, Fax: 415-543-3984, Phone: 415-978-3358, Email: -NA-

**Associate On-line Marketing Manager (IDG/B)**
Responsibilities include creation and implementation of marketing plans for books on-line. You will strategize and collaborate with project managers to develop marketing projects and promotions, create and produce web/HTML pages, and work with PR to leverage promotional efforts. Must be proficient with HTML, Netscape Navigator and Internet Explorer, FTP, and Photoshop. Requires 2+ years writing and/or marketing on-line experience. Location: Foster City, CA
Contact: Chris Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Proofreader (IDG/B)**

Will proof text for spelling, grammar, and style issues; finalize proofs for shipment; and interface with Project Coordination, Editorial Staff, and Production Staff. Will work with other proofreaders to accommodate work flow and produce a high level of work with minimal errors. Must possess excellent attention to detail, a degree in English, Journalism, or related field; and have working knowledge of Windows'95 based computer applications.
Location: Indianapolis, IN
Contact: M. Boese, Fax: 317-596-5240, Phone: 317-596-5436, Email: injobs@idgbooks.com

**National Account Manager (2) (IDG/WE)**

IDG World Expo has an opportunity for a highly motivated and innovative salesperson. Responsibilities will include domestic and international booth/sponsorship sales and cultivating new account opportunities. Candidates should possess a minimum of 5 years of experience in technology sales. Trade show and/or conference sales experience preferable. Strong IT vendor knowledge and a proven track record required. Location: Framingham, MA
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

**Sales Associate (IFW)**

InfoWorld is seeking a Sales Associate who will provide support in our Irvine, CA office for a Regional Sales Manager. Working as part of a team, you will maintain sales/prospect databases, analysis on the competition, provide strong customer service to clients, prepare presentations, and assist the Regional Sales Manager. In this fast-paced competitive environment, an ability to work independently as well as part of a team are important. Must be detail oriented and organized. Computer skills: Lotus Notes, Word, Excel, and PowerPoint are necessary. Location: Irvine, CA
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

**VP of Operations (IIP)**

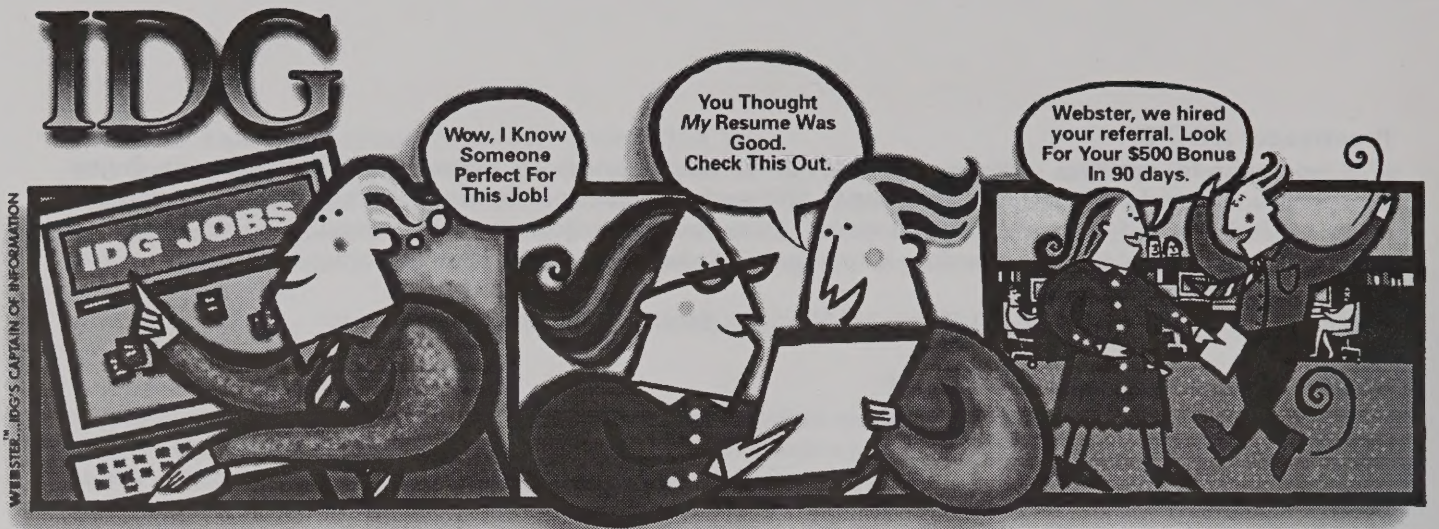
This VP of Operations will be responsible for the management of all financial and operational functions of Internet Industry Publishing, including handling and managing the circulation and IS functions, as well as financial planning, reporting, forecasting, and analysis. Location: San Francisco, CA
Contact: S. Ginenthal, Fax: 415-442-0766, Phone: 415-978-3203, Email: shelly_ginenthal@macworld.com

**District Sales Manager (NW)**

Network World is looking for an energetic, highly motivated sales person to join our dynamic Northern California team. Reporting to the Western Regional Sales Manager, this person will create effective sales strategies and pursue all advertising opportunities by growing existing accounts and selling multiple Network World products to clients and ad agencies for Utah, Colorado, Western Canada, Montana, Idaho, and some named accounts in Northern California. This position requires excellent verbal and written communication and organization skills. Advertising sales experience strongly desired, preferably in the high-tech industry. Knowledge of technology and telecommunications a plus. Demonstrated closing and creative problem solving skills necessary. Location: Santa Clara, CA
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

**Test Center Coordinator (PCW)**

Manage inventory of equipment on loan, software library, and test equipment; verify system configurations; and prepare products for evaluation. Qualified candidates will have experience with inventory control, basic PC hardware troubleshooting skills, and using PC software. Location: San Francisco, CA
Contact: U. Diehlmann, Fax: 415-442-1891, Phone: 415-974-7429, Email: ulriike_dielmann@pcworld.com


IDG
WEBSTER™...IDG'S CAPTAIN OF INFORMATION
IDG JOBS
Wow, I Know Someone Perfect For This Job!
You Thought *My* Resume Was Good. Check This Out.
Webster, we hired your referral. Look For Your $500 Bonus In 90 days.

KNOWLEDGE. COMMUNICATION. INNOVATION. WORLDWIDE.

# IDG Employee Referral Bonus Plan

## YOU GET

$500 for each referral that results in a regular full-time or part-time hire within participating divisions. $200 for casual part-time referrals working a minimum of 20 hours.

**Business units may elect not to participate for part-time hires.*

With 2 successful referrals, you'll be entered into the year-end drawing for the following:

**Grand Prize — $1,500**   **Runner Up — $1,000**

## RULES

- You may be an employee of any IDG Division to participate; however you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application.
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination.
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date for that specific position will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision.

Date: ______________________________

Applicant's Name: ______________________________

Position referred to: ______________________________

Company Name: ______________________________

Referred by: (Employee Name) ______________________________

Company Name: ______________________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

### FOR HUMAN RESOURCES USE ONLY

Employee Receiving Bonus: ______________________________

Company Name: ______________________________

Referred Employee: ______________________________

Company Name: ______________________________

Date of Hire: ______________________________

Ninety Day Date: ______________________________

Charged to BU/Department# ___-___-_____-50300-___

H.R. Signature: ______________________________

Bonus check to be given to: ______________________________

Bonus Amount: $500 $200

*Find most recent opportunities on www.idg.com — IDG Careers*

# IDC

search and extensive primary data on emerging markets with in-depth analysis of specific market developments and trends.

**Consulting**

IDC Consulting provides strategic and tactical marketing services to help IT professionals worldwide develop and implement better business plans. IDC Consulting provides customized services that assist clients in identifying new business opportunities, analyzing competitive strategies, analyzing new product requirements and understanding customer needs and priorities.

# EVENTS AND EXPOSITIONS

IDG trade shows, expositions and conferences bring buyers and sellers of information technology face-to-face around the globe. Revenues for all of IDG's diversified expo and conference-related activities in FY98 will surpass $100 million. IDG produces 110 events in 35 countries.

True to IDG's decentralized philosophy, the management of these events is structured in a variety of ways. Under the IDG World Expo corporate umbrella, conference and expo units operate in a decentralized environment with a dedicated product champion. Many business units have their own events professionals on staff and manage all aspects of the expo or conference themselves. Business units may also contract out part of the management, such as booth sales, to a partner company and bring other aspects, such as marketing and public relations, in house.

### IDG WORLD EXPO, Worldwide Headquarters

- Location: Framingham, Mass.
- Key contact: **Kerry Gumas**, president and chief executive officer (tel: 508-424-4848; fax: 508-620-6668; kerry_gumas@idg.com)

- **Scope of work:** Oversee and champion the development of IDG event businesses. Develop new events and ensure that IDG is actively participating in any new market segments. In addition, this group provides certain centralized functions, including: sales, marketing, and business development to accelerate event growth through new launches, external partnership agreements, and partnering with other IDG companies to produce IT events.

### INTERNET COMMERCE EXPO

- **Location:** Framingham, Mass.
- **Key contact: Ron Milton**, president (tel: 508-820-8661; fax: 508-370-4325, ron_milton@iceexpo.com)

- **Scope of work:** This conference and exposition group is focused on intranet and Internet commerce applications in the global marketplace. Featured brands include Internet Open (Web applications and awards), Internet Market Outlook (Internet research component), Internet Town Meeting and Internet Commerce Roundtable. Clients include IBM, Hewlett-Packard, Netscape, Silicon Graphics, Lotus and Open Market.

### IDG CONFERENCE MANAGEMENT CO.

- **Location:** San Mateo, Calif.
- **Key contact: Lia Lorenzano**, president (tel: 650-312-0693; fax: 650-286-2750; lia_lorenzano@iwp.com)

- **Scope of work:** This company produces a series of highly successful, industry-leading conferences, including Agenda, DEMO and Spotlight, in addition to managing client events such as the Netscape Developer Conference.

### IDG EXPO MANAGEMENT CO.

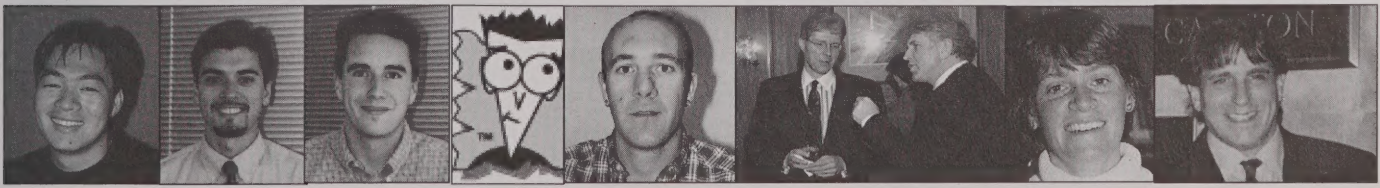
- **Location:** Norwood, Mass.
- **Key contact:** Dave Egan, president (tel: 781-440-2725; fax: 781-440-0300; degan@idgexpos.com)

- **Scope of work:** Independently owned IDG Expo Management Co. produces several shows under contract to IDG: Macworld Expo/New York and Macworld Expo/San Francisco; ComNet Washington, D.C., and ComNet San Francisco; Telecommuting and Remote Access Conference and Expo (TRACE) and Electronic Entertainment Expo (E3).

### EVENT TRAVEL SERVICES (ETS)

- Location: Dedham, Mass.
- Key contact: **Diane Shargabian**, president (tel: 781-361-9410; fax: 781-361-6936; dianes@event-travel.com)

- **Scope of work:** ETS provides one-stop shopping for clients



# EVENTS AND EXPOSITIONS

— ranging from one individual to groups of 500 or more — needing to make travel arrangements to attend a show. Events currently serviced by ETS include: Macworld Expo/New York, Macworld Expo/San Francisco, ComNet, Internet Commerce Expo and DEMO.

### IDG WORLD EXPO/ASIA

- Location: Hong Kong, Singapore, Beijing, Shenzhen
- Key contact: **Gary Fung**, vice president and general manager (tel: 852-2-527-9338; fax: 852-2-529-9956; gary_fung@idg.com)

- **Scope of work:** IDG World Expo/Asia works with IDG's trade show companies in China to sell exhibitors into the expos being held in China. The group is also producing its own shows in Taiwan, Singapore and Vietnam. IDG produces 14 tradeshows in China, including the country's largest, China Computerworld Expo.

### IDG WORLD EXPO/JAPAN

- **Location**: Tokyo
- **Key contact**: **Setsuro Tamai**, president (tel: 81-3-5276-3751; fax: 81-3-5276-3752; s.tamai@idgexpo.com)

- **Scope of work:** IDG World Expo/Japan produces the highly successful Macworld Expo/Japan, Windows World/Japan, Healthcare Information World, Computer Telephony World and ICE and WebT3/Tokyo. Internet World expo makes its debut in September 1998.

## A SAMPLING OF IDG SHOWS IN 1998

**Macworld Expo**
San Francisco
January 6-9

**ComNet**
Washington, D.C.
January 26-29

**ComNet/Istanbul**
Istanbul, Turkey
February 17-21

**ICE (Internet Commerce Expo)**
Boston
March 23-26

**Computerworld Expo**
Auckland, New Zealand
March 31-April 2

**E3 (Electronic Entertainment Expo)**
Atlanta, GA
May 28-30

**ComNet /Prague**
Prague, Czech Republic
June 9-11

**Windows World Expo/Tokyo**
Chiba, Japan
July 1-4

**Macworld Expo**
New York
July 8-10

**China Computerworld Expo Beijing**
September 8-12

**ICE (Internet Commerce Expo)**
Los Angeles
September 23-26

**ComNet**
San Francisco
Sept. 30 – Oct. 2

**Macworld Expo/Hong Kong**
Hong Kong
October

**ROCS (Romanian Computer Show)**
Bucharest, Romania
October

**Macworld Expo/Dusseldorf**
November 12-14

**ICE (Internet Commerce Expo)/Shanghai**
Shanghai, China
November

## IDG'S 10 CORPORATE VALUES

**To ensure the highest quality products and services, as well as the satisfaction and well-being of the employees who work within the IDG family of companies, IDG founded its business on a number of basic principles. IDG strives to uphold the following fundamental values:**

- **To remain dedicated to our mission of providing exceptional information services on information technology.**
- **To show respect for the dignity of each individual.**
- **To invest in our people through training and career development.**
- **To produce products of the highest quality.**
- **To provide excellent customer service.**
- **To keep close to our customers and qualified prospects.**
- **To be responsive to changes in the marketplace.**
- **To keep our corporate staff lean.**
- **To encourage autonomy through locally managed business units.**
- **To foster an action-oriented, *"let's try it"* attitude.**

SHADOW WARRIOR

## TRAINING

**EXECUTRAIN**
- **Headquarters: Atlanta**
- **Locations: 210 locations in 25 countries.**
- **Established: 1984**
- **Number of employees: 2,500, approximately 1,500 of whom are trainers**
- **Key contact: Axel Leblois, chief executive officer (tel: 770-667-7700; fax: 770-664-2006; axell@executrain.com)**

• **Mission**: Founded in 1984, ExecuTrain Corp. is the world leader in business technology training. ExecuTrain offers instructor-led and technology-based training on today's popular business application packages. The company also offers technical and customized training as well as course development and training for proprietary company-specific software.

• **Scope of work:** A privately held company, ExecuTrain is the first training firm to become a Microsoft-authorized end-user training and certification testing center. The company is also an authorized training center for Lotus, Microsoft ATEC, WordPerfect, Borland International and Ventura Software. ExecuTrain offices are vendor-certified for technical training and are Drake Testing Centers for Microsoft certification examinations. The company is also a testing center for Sylvan Prometric.

ExecuTrain trained more than 1.2 million people in 1996 and attained sales of $165 million.

In 1990, IDG invested in ExecuTrain as a minority shareholder, spurring the company's international expansion. IDG became ExecuTrain's majority shareholder in late 1995.

## SUPPORT SERVICE BUSINESS UNITS

**IDG CORPORATE SUPPORT CENTER**
- **Established: 1964**
- **Location: Boston**
- **Number of employees: 19**

• **Mission**: The Corporate Support Center provides the market vision, operating support and financial systems to help IDG business units continue to grow rapidly and profitably and achieve IDG's overall goals.

### CHAIRMAN'S OFFICE

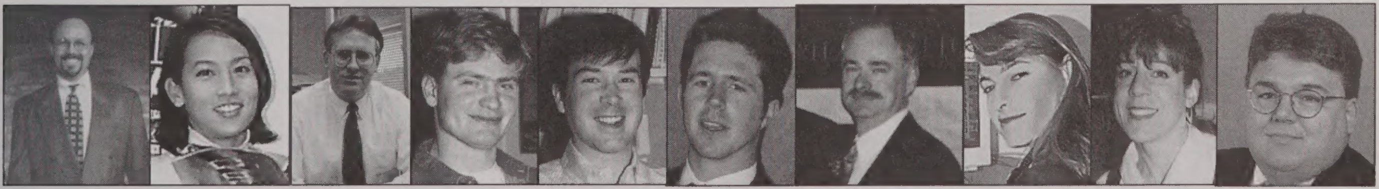
• **Key contacts**: **Pat McGovern**, chairman (patmcgovern@idg.com); **Maggie Murphy**, executive assistant (tel: 617-534-1226; fax: 617-859-8642; maggie_murphy@idg.com)

The chairman of the board's role is to champion the company's mission, values and culture. The chairman assists the business units with the long-term corporate strategy and acts as a missionary searching for new market opportunities that fit IDG's goals. To accomplish this, the chairman travels to many IDG offices around the world each year, visits many of IDG's major customers, and attends industry events as a featured speaker and/or participant. The support staff ensures that issues brought to the chairman's attention are responded to expeditiously. In support of the business units, the chairman's staff manages his schedule (i.e., schedules client calls and public speaking engagements) and fulfills the administrative needs of the chairman and the IDG Board of Directors.

### PRESIDENT'S OFFICE

• **Key contacts: Kelly Conlin**, president (tel: 617-534-1204; fax: 617-536-8408; kelly_conlin@idg.com), **Libby Levinson**, assistant to the president (tel: 617-534-1253; fax: 617-536-8408; libby_levinson@idg.com)

The President's Office focuses on issues related to IDG's mission and strategy, specifically on global customer relationships, emerging business opportunities, the corporate marketing program and corporate communications. As part of this mission, the president serves as the advocate for the point of view of IDG's customers in decisions made by the Executive Committee, both in evaluating new business initiatives and in creating new business units. In addition, the president, along with the chairman and the COO, ensures that the Corporate Support Center is an effective "network hub" for sharing skills and best practices throughout the IDG family of companies.



# SUPPORT SERVICE BUSINESS UNITS

## CHIEF OPERATING OFFICER'S OFFICE

• **Key contacts: Jim Casella**, chief operating officer (tel: 617-534-1206; fax: 617-262-2300; jim_casella@idg.com), **Donald Young**, operations manager (tel: 617-534-1205; donald_young@idg.com), **Marion Kibbee**, vice president, corporate services (tel: 617-534-1207; marion_kibbee@idg.com)

The Chief Operating Officer's Office focuses on providing operational expertise and human resources management, thereby working as a network server to all domestic and international business units. It provides start-up and ongoing support to all business unit managers. It is the primary IDG operating source and provides support for all IDG worldwide, regional and monthly meetings and serves as a clearinghouse for information services.

## CORPORATE CONTROLLER AND TREASURY GROUP

• **Location**: Framingham, Mass.
• **Key contact**: **Ted Bloom**, vice president, corporate controller and treasurer (tel: 508-935-4402; fax: 508-935-4675; ted_bloom@idg.com); **Lucy Sheehan**, executive assistant (tel: 508-935-4434; fax: 508-935-4675; lucy_sheehan@idg.com)

• **Scope of work:** The Corporate Controller's and Treasurer's Office is responsible for IDG's global accounting, external and internal audits, risk management for benefit programs and corporate insurance. The group also oversees foreign exchange, treasury operations, the ISOP and ESOP programs and the annual corporate valuations by Marshall & Stevens.

### Corporate Finance

• **Location**: Boston
• **Key contact**: **Jim Ghirardi**, vice president, finance (tel: 617-534-1222; fax: 617-262-3636; jim_ghirardi@idg.com)

The Corporate Finance Group is responsible for external financial liaison including the following: monitoring the managers of IDG's equity portfolio and interacting with the investment banking community. Additionally, Corporate Finance monitors IDG's significant competition and maintains current data with regard to each competitor.

The Corporate Finance Group is also responsible for reviewing business proposals including equity investments, joint ventures, and mergers and acquisitions from both internal and external sources.

### International Controller's Office

**Location:** London
**Key Contact: Keith Arnot**, international controller (tel: 44-171-831-9252; fax: 44-171-831-8767; keith_arnot@idg.com)

**Scope of work:** The department comprises IDG's International Financial Control function, International Audit Division, and Business Review Division. The department's primary responsibility is to ensure the accuracy, reliability and timeliness of the management reporting function at IDG's international operations. The group focuses on the continuous improvement of IDG's financial and treasury management systems and maintains close relationships with external auditors and lawyers to ensure the good legal standing of each international operation. The International Controller's Office also assists in the implementation of IDG's international tax strategy with a view to minimizing the overall effective rate of corporate income tax.

The aim of the department is to achieve the above in a manner that is consistent with IDG's corporate policies and values by working closely with country managers and controllers. The International Controller's Office plays a supportive and advisory role in improving business efficiency, identifying potential cost savings, advising on acquisitions and start-ups, reviewing capital expenditure proposals, providing recommendations on lease/buy decisions, approving new office lease requests and recruiting and training new controllers.

### Accounting

• **Location**: Framingham, Mass.
• **Number of employees**: 29
• **Key contacts**: **Sally Reinfeld**, group controller, (tel: 508-935-4423; sally_reinfeld@idg.com) and **Nancy Sheehan**, group controller, (tel: 508-935-4598; fax: 508-879-4681; nancy_sheehan@idg.com)

• **Mission**: IDG's Accounting Department in the U.S. and the International Controller's Office in London are responsible for establishing and monitoring IDG's accounting policy and procedures to safeguard the assets of IDG.

• **Scope of work**: IDG's U.S. Accounting Department is composed of two group controllers, seven accountants, two check processors, one accounts payable supervisor,

## SUPPORT SERVICE BUSINESS UNITS

one systems administrator, one dealer sales accountant and assistant, and 14 bookkeepers. This centralized group is responsible for processing financial transactions for IDG's U.S. operations and assisting the presidents, publishers and financial managers in business-related decision making.

The group is responsible for: processing and payment of all expenses incurred by the individual operating units; dealing with questions and problems of vendors and individuals in the operating units; processing sales invoices, cash receipts and other customer-related transactions; verifying advertising billings and other revenue sources for accuracy; ensuring proper intercompany charges between IDG operating units; creating monthly financial statements and analyzing balance sheet and profit-and-loss accounts; ensuring that all transactions are accounted for in accordance with generally accepted accounting principals; supporting outside auditors during year-end audit; and cash management activities to ensure timely collection of funds received and investment of idle cash.

**Corporate Credit**
- **Location**: Framingham, Mass.
- **Number of employees**: 20
- **Key contact**: **Amy Hanania**, corporate credit manager (tel: 508-935-4689; fax: 508-872-1644; amy_hanania@idg.com)

- **Mission**: To manage and protect the company's investment in accounts receivable through credit analysis and cash collection.

- **Scope of work**: The IDG Corporate Credit Department provides a consolidated, centralized service to meet the credit and collection needs of IDG's diverse business units. The main function of the department is to ensure that invoices are paid according to the terms set by IDG and the individual business units. Staff is responsible for handling accounts receivable for specific business units to better meet the needs and concerns of each business unit.

The department consists of a professional staff whose job functions are divided into three areas: credit, collection and tear-sheeting.
- *Credit function*: minimize potential bad debt for IDG's business units by analyzing credit applications, assigning credit limits to customers and reviewing issue closes.
- *Collection function*: actively and aggressively pursue customers who owe money for services rendered by the business units.
- *Tearsheeting function*: send out invoices and statements to each customer. For the publishing companies, a copy of the advertisement is included with each invoice.

**Financial Reporting and Budgeting**
- **Location**: Framingham, Mass.
- **Number of employees**: 5
- **Key Contact**: **Steve Pelosi**, manager (tel: 508-935-4612; fax: 508-935-4645, steve_pelosi@idg.com)

- **Mission/Scope of work**: The Financial Reporting and Budgeting Department is responsible for coordinating IDG's monthly financial reporting and the annual budget process. In addition, the group provides information with respect to the ongoing operational and financial performance of worldwide operations through P&L and statistical analysis. The department prepares monthly financial information including 30-60-90 forecasts for review by the IDG Executive Committee. The group also provides financial support to IDG's U.S. and non-U.S. business units.

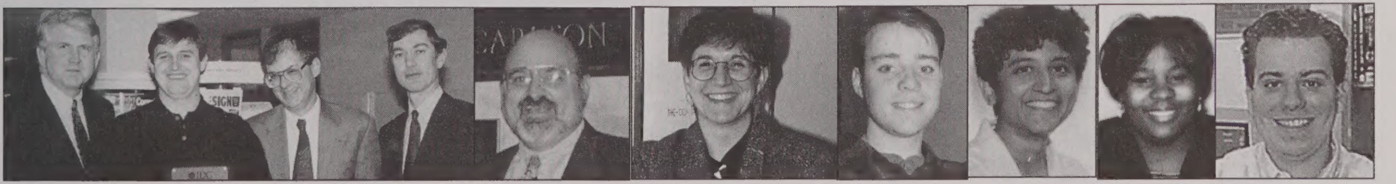
**Corporate Legal**
- Location: Framingham, Mass.
- **Number of employees**: 3
- **Key contact**: **Miriam Karlin**, manager, legal affairs (tel: 508-935-4686; fax: 508-879-4681; miriam_karlin@idg.com)

- **Mission**: The IDG Legal Department manages the legal affairs of IDG and its U.S. subsidiaries.

- **Scope of work**: The Legal Department coordinates with outside counsel involved in litigation, contract negotiation and acquisitions and closely monitors and controls outside legal fees. The Legal Department also searches, registers and renews trademarks for IDG and its subsidiaries, maintains a worldwide trademark database and domain name database and manages all routine corporate legal compliance.

**Corporate Tax**
- **Location:** Framingham, Mass.
- **Number of employees**: 7
- **Key contact**: **Jayne Enos**, vice president, corporate tax (tel: 508-935-4436; fax: 508-879-4681, jayne_enos@idg.com)

- **Mission**: The IDG Corporate Tax Department serves all of IDG's operating units, both in and outside the U.S., and is responsible for preparing and filing all federal and state corporate income returns. It is also responsible for preparing and filing each subsidiary's sales tax returns, property tax returns and miscellaneous reports. The department's goal is to minimize



# SUPPORT SERVICE BUSINESS UNITS

the tax liability of IDG and its subsidiaries.

• **Scope of work**: The Tax Department coordinates all activities with outside state and federal tax authorities relative to corporate income tax audits. The department also serves the operating units by performing research relating to specific issues on corporate tax matters and keeping each unit informed of new developments as they occur. The department ensures that all tax compliance requirements are fulfilled and performs tax planning wherever possible in order to minimize tax expense.

### IDG Office Services

(IDG Framingham and IDG regional sales offices in Atlanta; Des Plaines, Ill.; Dallas, Framingham, Mass.; Irvine, Calif.; Rochelle Park, N.J.)
• **Number of employees**: 15 (two in Framingham, 13 regional)
• **Key contact**: **Lucy Sheehan**, manager/telecommunications: Atlanta, Chicago, Dallas, Irvine and Rochelle Park regional offices (tel: 508-935-4434; fax: 508-935-4675; lucy_sheehan@idg.com)

• **Scope of Work**: Operational and staff management, building management liaison, HR liaison, employees' general liaison, monthly/yearly forecasting and budgeting, strategic planning, statistical reporting, orchestrate moves, lease negotiating, implement general policies and procedures, communications, archive/inventory database; environmental programs, provide consolidated but decentralized management to meet the needs of the diversified business units, maintain a high level of communication and cooperation between the units.

### CORPORATE TRAVEL

- **Location: Framingham, Mass. and San Francisco**
- **Number of employees: 13**
- **Key contact: Lyndsey Pomella, corporate travel manager (tel: 508-820-8688; fax 508-820-8620; lyndsey_pomella@idg.com); Lilly Domina, assistant /travel coordinator (tel: 508-820-8628; lilly_domina@idg.com; Internet mail for the department: idgtravel@idg.com); San Francisco office (tel: 415-267-1740, fax: 415-442-1858, amex@publish.com**

• **Mission**: Travel accounts for a company's third largest controllable expense. The Corporate Travel Department is dedicated to providing optimum service at an optimum price. The department maximizes cost savings while ensuring that IDG employees who travel will be afforded reasonable services.

• **Scope of work**: The Corporate Travel Department, which falls under the direction of IDG Vice President of Corporate Services **Marion Kibbee**, oversees and manages IDG's in-house travel departments, currently facilitated by American Express, in San Francisco and Framingham. The Corporate Travel Department negotiates airline, car, hotel and ground transportation contracts with IDG's preferred vendors and is responsible for the implementation of IDG's Corporate Travel Policy. The department also assists with meeting planning, works with IDG's financial managers and is responsible for timely resolution of all travel-related issues.

### INFORMATION SERVICES

- **Location: Framingham, Mass.**
- **Number of employees: 20**
- **Key contact: Nancy Newkirk, director (tel: 508-935-4562; fax: 508-424-4871; nancy_newkirk@idg.com IS Hotline: 800-391-7990)**

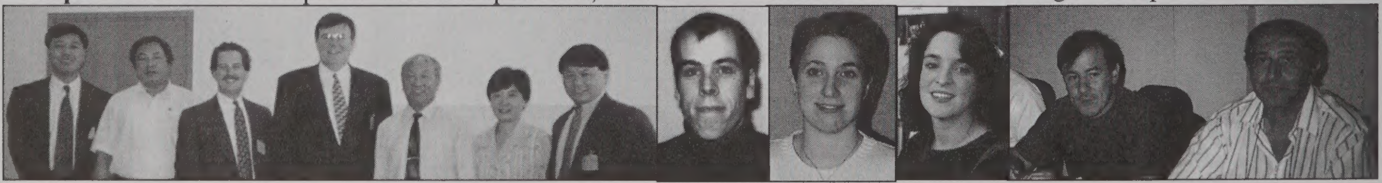
• **Mission:** The Information Services Group is responsible for creating and maintaining systems and software to allow easy and efficient information gathering and sharing between the business units and IDG's administrative units.

• **Scope of work:** The IS group develops and supports various systems that track financial information such as billing, receivables, accounts payable, budgets, forecasts and general ledger for the IDG business units and U.S. operations. The IS group interacts with the business units to create and maintain the communication links necessary for these systems and for e-mail. They provide support for the local-area networks, desktop systems, Internet access and Lotus Notes applications for the Corporate Services group in Framingham, the Human Resources group in Framingham and the Corporate Support Center in Boston. They work closely with the Global Communications group to maintain the global e-mail and Lotus Notes network.

### IDG PAPER SUPPLY CO.

- **Location: Framingham, Mass., with a satellite office in Nuneaton, U.K.**
- **Number of employees: 4**
- **Key contact: Charles Wemyss, president (tel: 508-935-4144; fax: 508-935-4444; charles_wemyss@idg.com)**

• **Mission:** To achieve cost savings in the procurement of



## SUPPORT SERVICE BUSINESS UNITS

paper for IDG's worldwide communications group through long-term contractual relationships with worldwide producers of pulp, paper and board.

• **Scope of work:** IDG Paper Supply Co. provides global services as they relate to the purchase and use of paper. This includes forecasting for budgets, sourcing of various paper qualities, placement and tracking of orders, follow through on damaged-paper claims, selling of obsolete paper and the normal paper procurement services that one would otherwise have to go outside the IDG family to obtain.

*There are three ways in which IDG employees may receive Human Resources services and programs:*

### CORPORATE HUMAN RESOURCES (CHR)

- **Location: Framingham, Mass.**
- **Number of employees: 17**
- **Key contact: Tom Mathews, vice president (tel: 508-935-4710; fax: 508-935-4600; tom_mathews@idg.com)**

• **Mission:** To enhance individual and organizational performance and to uphold the IDG Corporate Values. Corporate Human Resources provides the overall HR strategy for IDG via a highly decentralized HR structure.

• **Scope of work:** CHR designs and implements programs and human resources services that touch the vast majority of IDG employees around the world. The Executive Committee, business unit presidents, country managers, business unit human resources and HRSD are the division's key clients. Among its responsibilities: IDG-wide employee educational programs such as the IDG Institute, IDG Publishing Institute, consulting support for Sales Training, Global Fellowship Program for IDG employee exchanges; support for executive recruitment; compensation consulting and design of executive compensation and benefit plans worldwide; managing internship programs; providing communication tools to employees that include the worldwide Employee Survey, Employee Handbook, Managers Guidelines, and benefits and ESOP statements; consulting to the Executive Committee, business unit presidents, HRSD and business unit HR; assisting country managers on a wide variety of HR programs including the European Publishing Institute, Latin American Publishing Institute, China Publishing Institute and multinational benefits pooling; overseeing IDG's U.S. benefits programs; processing U.S.-based payrolls; and maintaining a database containing payroll and personnel information for all U.S. employees.

### HUMAN RESOURCES SERVICES DIVISION (HSRD)

- **Location: Framingham, Mass.**
- **Number of employees: 8**
- **Key contact: Patty Reilly, director (tel: 508-935 4734; fax 508-935-4600; patty_reilly@idg.com)**

• **Mission:** To maximize business performance by increasing the overall effectiveness and productivity of individuals and the organization as a whole.

• **Scope of work:** The IDG Human Resources Services Division provides HR services on an annually contracted basis to the 18 East and West Coast business units in the U.S. that do not have their own, on-staff HR departments. Each client business unit is assigned an HR manager or HR representative who provides cost-effective, creative management solutions to the human resource challenges facing each organization. Some of these services include: recruiting, new employee orientation and assimilation, employee relations, performance management, organizational development, management consulting, compensation planning and administration, benefits counseling, HR administration and legal compliance. HRSD also manages the Training Department, which includes: training consulting, the Publishing Institute (U.S.), the East Coast Collaborative Training program, Training To Go!, Employee Assistance Program and family resource services.

### BUSINESS UNIT HUMAN RESOURCES

- **Number of employees: 30**
- **Key contacts: Located at various U.S. business units**

• **Mission/Scope of work:** Business Unit Human Resources shares the same mission/scope of work and provides services similar to those of HRSD. The key difference is that the HR vice presidents, directors, representatives, and administrators report to the president of the business unit they support.

### IDG ASIA BUSINESS DEVELOPMENT

- **U.S. locations: Boston, Mass., San Mateo, Calif.**
- **Established: 1993**
- **Number of employees: 40 worldwide**
- **Key contact: Hugo Shong, managing director (tel: 617-534-1239; 650-286-2791; fax: 617-236-4276; hugo_shong@idg.com)**

## SUPPORT SERVICE BUSINESS UNITS

- **Mission:** 1) To serve as the gateway for international clients to the marketing and information power of IDG in Asia. 2) To coordinate IDG's resources in Asia to provide international clients with business solutions for success. 3) To help business units in Asia grow their businesses. 4) To assist the chairman and the Executive Committee with new project evaluation and new investments and commitments in Asia.

- **Scope of work**: IDG Asia has offices in Beijing, Shenzhen, Shanghai, Singapore, Vietnam and Hong Kong and works closely with the IMS divisions in Taiwan, Singapore and Japan as well as IDG World Expo/Asia to service multinational advertisers' headquarters needs. IDG Asia also offers consultancy, research, custom publishing, direct marketing, media monitoring, production and translation services in various Asian countries.

The IDG Asia team works closely with IDG Marketing Services directors of national accounts in the U.S. to help IDG's major clients with marketing planning and programs. Examples of events IDG Asia has helped facilitate include the IBM 0S/2 Warp launch events in Beijing and Shanghai, Novell's Brainshare Event in Beijing, and Bill Gates' first speech in Hong Kong.

The IDG Asia team also works closely with business units in Asia to grow their revenues by introducing clients to them for ad campaigns or for participation in their trade shows. For example, IDG Asia helped design a special ad campaign for 16 IDG publications in China during Computer Associates Chairman Charles Wang's visit to China. The division also helps business units launch new products. For example, IDG Asia worked with IDG World Expo/Asia to launch Vietnam Computerworld Expo, Information Superhighway Summit in Singapore, the ComNet/ICE Shanghai '97 in Beijing, and the upcoming Comdex China '98.

### IDG GLOBAL COMMUNICATIONS

- **Location: San Mateo, Calif.**
- **Number of employees: 8**
- **Key Contact: Jeff DeBalko, president, (tel: 650-524-5705; fax: 650-524-5730; jeff_debalko@idg.com), Diana Garza, operations/support manager, (tel: 650-524-5701; fax: 650-524-5730; diana_garza @idg.com)**

- **Mission:** To provide IT products and services world wide that will enable IDG business units to effectively leverage technology and information resources in order to increase productivity and profitability throughout the company.

- **Scope of work:** IDG Global Communications has three core objectives: 1) Evaluate, implement, and manage cost effective global communications tools and infrastructure. 2) Leverage the information assets of IDG to reduce costs and drive revenues. 3) Leverage the investment in our global IT infrastructure to provide technology services to IDG units worldwide.

### IDG LIST SERVICES

- **Location: Framingham**
- **Number of employees: 11**
- **Established: 1987**
- **Key Contact: Deb Goldstein, President (tel: 508-370-0820; fax: 508-370-0020; deb_goldstein@idg.com)**

- **Mission:** To serve the direct response community by providing quality list management, brokerage and e-mail marketing services in an efficient and timely manner.

- **Scope of work:** IDG List Services is a full-service list management and brokerage company that specializes in the computer-related/IT market. List Services manages 24 IDG lists as well as two outside lists. It is also a centralized service that provides list information, advice and negotiations among all the IDG business units. The company has a brokerage division that provides a strategic partnership to mailers. This includes list research, direct mail consulting, order processing and follow-up to IDG and outside clients. In addition, List Services launched the first ethical e-mail marketing program to the direct response community in August of 1996 and is known as the pioneer in this new medium.

### IDG MARKETING SERVICES

- **Locations: Beijing, Framingham, Hong Kong, Miami, Munich, Paris, San Francisco, Singapore, London (Staines), Stamford, Conn., Taiwan, Tokyo**
- **Established: 1991**
- **Number of employees: 65**
- **Key contact: Peter Horan, president (tel: 415- 676-3010; fax: 415-705-6421; peter_horan@idg.com);**

**Office telephone numbers:**

- **Beijing: 8610-6857-3109**
- **Framingham 508-820-8148**
- **Hong Kong: 852-2-527-9338**
- **London (Staines:) 44-1784-210210**
- **Miami: 305-262-5858**

## SUPPORT SERVICE BUSINESS UNITS

**Munich: 49-89-360-86-299**
**Stamford, Conn. 203-351-1080**
**Paris: 33-1-49-04-7900**
**San Francisco: 415-676-3000**
**Singapore: 65-345-8383**
**Taiwan: 886-2-501-9501**
**Tokyo: 81-3-3222-6465**

• **Mission**: IDG Marketing Services has three primary roles: 1) Offer top IT companies programs that represent IDG solutions to their top marketing challenges and drive incremental revenue to IDG business units. 2) Generate multi-country international advertising sales from IMS hub offices. 3) Generate an awareness of IDG as the world's leading IT media, research and exposition company through a highly targeted corporate marketing program.

• **Scope of work**: IMS works with IDG's business units to increase overall revenue by developing and sustaining high-level regional and global relationships with IDG's top accounts. The IMS account representatives draw on knowledge of the account's market, in-depth understanding of IDG's offerings, and extensive communication with representatives from throughout IDG to provide an integrated package to meet the account's specific marketing objectives.

Through international sales programs, IMS assists IT vendors wishing to enter new markets by offering one-stop global marketing communications access. In addition to preparing customized advertising packages, IMS works as a consultant to provide market research, locate distribution opportunities and develop international marketing strategies. By centralizing global media programs through IMS, clients can avail themselves of significant savings through IDG's global discount programs.

The IMS Marketing Program primarily targets the individuals who control the marketing budgets of IDG's largest customers. The goal is to convince these people of the superiority of IDG's family of companies. Key IMS marketing vehicles include the "Buying IT in the '90s" research series; events like the IDG Global Summit and IDG Cafe at Comdex; collateral material featuring the range of IDG products and services; the IDG corporate World Wide Web site (www.idg.com); and advertising.

### IDG RESEARCH SERVICES GROUP

- **Location: Framingham, Mass.**
- **Established: 1987**
- **Number of employees: 20**
- **Key contacts: Kathy Dinneen, president (tel: 508-370-0850; fax: 508-370-0020; kathy_dinneen@idg.com), Judd Aschenbrand, vice president (tel: 508-370-0857; fax: 508-370-0020; judd_aschenbrand@idg.com), Janet King, director of research (tel: 508-370-0856; fax: 508-370-0020; janet_king@idg.com)**

• **Mission:** IDG Research Services Group is a full-service research supplier specializing in market and media-related research.

*Custom Research Services*: IDG Research Services Group offers expertise in the design, conduct and analysis of quantitative and qualitative research studies for clients in the publishing, advertising, exposition, and information technology industries. The company uses various methodologies — including mail, telephone, the Web, focus groups, and personal interviews — to meet its clients' research objectives. Types of studies conducted by IDG Research Services Group include:
— Subscriber/reader profile studies.
— Editorial tracking and product comparison studies.
— Advertising readership studies.
— Awareness tracking studies.
— Corporate image studies.
— Brand preference and buying intention studies.
— Product and technology usage studies.
— Employee and customer satisfaction studies.

*Syndicated Research Services:* IDG Research Services Group offers full consulting services in the evaluation and use of syndicated media studies. IDG Research can provide a variety of computer runs on the various studies for the IDG publications, as well as their advertisers and agencies, including cross tabulations, and reach and frequency analysis. In addition, the group offers a workshop to train publishing staffs how to use syndicated studies effectively.

*Business Intelligence:* IDG Research Services Group also offers a wide array of Business Intelligence services. For IDG business units, this group offers: advertising tracking and analysis, competitive intelligence collection and analysis, as well as IT industry-related research on vendors and markets. This type of information is used by IDG's publishing companies for strategic planning and sales/marketing-related purposes. IDG Research Services

## SUPPORT SERVICE BUSINESS UNITS

Group also produces the weekly IDG Competitive Update newsletter, and maintains a number of information sources on the IDG Central Web site. For clients outside the IDG family, this group offers a variety of Business Intelligence consulting services.

### INTERNATIONAL PUBLISHING SERVICES

- **Location: Boston**
- **Number of employees: 38**
- **Key contact: David Hill, president (tel: 617-423-9030; fax: 617-423-0712; david_hill@idg.com)**

### Licensing

• **Key contacts: David Hill**, president (tel: 617-423-0534; david_hill@idg.com), **Tim Clarke**, vice president of licensing (tel: 617-423-0237; tim_clarke@idg.com)

• **Mission:** To support and expand IDG's existing licensing relationships around the world by providing licensees access to the broad range of IDG resources. In markets where IDG titles are not yet produced, the staff seeks licensing relationships for IDG with strong local publishers as those markets become large enough to support one or more IDG products.

• **Scope of work:** The highest growth in IT over the past few years, and projected over the next decade, is in smaller markets around the world. Licensing aims to provide vehicles for IDG's customers seeking information about IT products, services and applications and vehicles to promote and sell their products in these high-growth markets. IDG-licensed publications provide valuable editorial coverage and serve as reliable advertising vehicles for our customers' products.

### IDG News Service

• **Established:** 1984
• **Key contact: Rob Garretson**, editor-in-chief (tel: 617-423-1052, fax: 617-423-0240, rob_garretson@idg.com)

• **Mission:** To be the world's leading real-time source of global IT news, features, commentary and editorial resources that provide a competitive advantage to IDG publications worldwide.

• **Scope of work:** Each week more than 400 stories generated by participating IDG publications and an international network of News Service correspondents (London, Paris, Brussels, Munich, Rome, Taipei, Tokyo, Hong Kong, Singapore, Boston, New York, San Francisco, Miami, Caracas and — starting Jan. 1 — Washington, D.C.) are available online to publishing business units worldwide. News Service editors edit and post copy to the News Service 24 hours a day from news desks in Boston, San Francisco, Paris and Hong Kong six days per week. The News Service feed is available via the corporate Lotus Notes network or on a private, password-protected Web site, IDGNS.com. In addition to daily reporting from key IT markets worldwide, News Service correspondents are available to all IDG publications for special reporting projects such as helping produce global supplements or adding international reporting to staff-written stories.

### IDG World Update

• **Established:** 1970. Brought under IPS wing in 1990.
• **Key contacts:** In Boston: **Penny Winn**, editor (tel: 617-423-0406), **Patricia Smith**, editor (tel: 617-423-0527) fax: 617-423-0712. In San Francisco: **David Bromley**, assistant editor/West Coast (tel: 415-974-7431, fax: 415-974-7434). world_update@idg.com.

• **Mission:** To report on IDG activities around the world via a weekly employee newsletter (in print and online at http://idgcentral.com), thereby fostering a sense of corporate identity and facilitating synergies among IDG business units.

• **Scope of work:** The *IDG World Update* staff works with IDG's worldwide business units to gather and, in turn, distribute news and feature stories about IDG and IDG employees. The staff is responsible for all aspects of producing the newsletter: from gathering news, writing articles and taking photographs to desktop publishing and managing the mailing lists. Employees with story ideas and suggestions are encouraged to contact the staff. *IDG World Update* is also the corporate sponsor of the annual IDG Employee Photo Calendar Contest.

IDG WORLD UPDATE

**PUBLISHER**
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617-423-9030
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Volume 28, Number 2 January 12, 1998

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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

# PC World Online Steamrolls Through Year's End

Breaking records, going global and up against conventional thinking, PC World Online Network finished 1997 with a big bang.

The division late last year announced it is now sending out more than two million issues of its Dummies Daily and TipWorld e-mail newsletters every business day. Not only that, it expanded its Dummies Daily reach to Australia. Its Web site of the different online publications and sites offered by the group, which targets direct-media buyers, Web marketers and the general press went live last month. Finally, it announced the launch of the "Top 400," an online buyers' guide that provides continuous ratings and reviews for more than 400 top PC hardware products.

With 42 different titles launched in the past 19 months, TipWorld and Dummies Daily are the largest e-mail publications in the world, distributing over 45 million newsletters each month to more than 550,000 readers. Currently all of the active TipWorld and Dummies Daily newsletter subscriptions are user-requested.

"The size of the audience is simply

• CONTINUED PAGE 4 •

# IDG Sweden's Home Page Is No. 3 in Sweden

THE STAFF BEHIND THE SITE: (FROM LEFT) MARTINA NYSTRAND, WEB PRODUCER; ***Lottis Bergson***, *editor-in-chief;* ***Sanja Markovic***, *Webmaster;* ***Peter Gremlin***, *sales director; and* ***Anna Svenson***, *Web traffic.*

The proof is in the viewing. The hard work done by IDG Sweden's Web staff to make their site more attractive and up-to-date is paying off. During October of last year, IDG Sweden's home page — www.idg.se — had a record 894,335 hits and more than 3 million page views, up 1 million from September. This increase made www.idg.se No. 3 of all Swedish audited sites. The number of visits increased 74% from September to October.

**Lottis Bergson**, the site's editor-in-chief, said, "A Web site always needs improvements. The key to success is the daily updates on news. On average, www.idg.se posts 20 to 30 news articles every weekday." There are also job offerings listed, daily commentary on IT companies on the Swedish stock market and links to other IDG sites.

"The editors put in a great deal of

• CONTINUED PAGE 4 •

## IN BRIEF

### Print Version of *The WEB* (U.S.) Goes on Hiatus

IDG announced that it will not continue publishing the print version of *The WEB* magazine in the U.S. , with the February issue its last pending the outcome of discussions with consumer partners to extend *The WEB* franchise. In recent years, IDG has established several successful consumer partnerships including ones with *Newsweek* (SOHO) and *Family Circle* (Computers Made Easy). The magazine's online presence will concurrently be expanded and the Webby Awards, the industry's leading content-focused awards program, will be held as scheduled on March 6 in San Francisco.

### IDC Signs New Licensee

IDG
WWMM
1997
Managers
Meeting

**IDC RECENTLY APPOINTED A NEW PHILIPPINE LICENSEE,** *WS Research Corporation. The company is a wholly owned subsidiary of WS Computer Publishing Corp., which is also an IDG licensee. Shown signing the agreement are (l-r) S Research President* ***Ibarra Gutierrez*** *and IDC President* ***Kirk Campbell.***

### IDC Earns Endorsement from *Unix Review*

The good news continues to accrue for IDC. Writing in the November 1997 issue of *Unix Review* (a very technical magazine read by Unix software engineers) Editor-in-Chief Andrew Binstock provides the following endorsement of the company:

> "You'll note that *Unix Review* has used [industry analysts]sparingly ... That's because most analysts are paid by customers (vendors, specifically) to represent them as favorably as possible. ... The notable exception among these firms is International Data Corporation, an outfit with an excellent history of quantitative analysis and a staff of bright folks who understand technology firsthand. If you must use somebody's numbers, use IDC's."

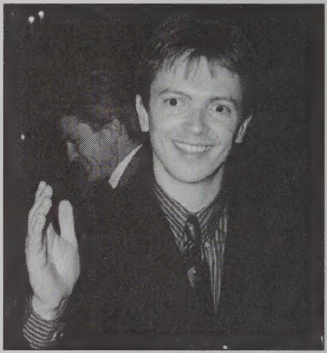
### IDG Norway Honors Stars

IDG Norway bestowed its annual employee awards at the company's Christmas party, which was held this year at Østmarkssetra, a restaurant outside Oslo well-known for traditional Norwegian fare.

Employees nominate their colleagues for the awards, which are based on the 10 IDG Corporate Values. IDG Norway's management team makes the final decision.

Winners receive an engraved glass flower vase, a silver IDG pin and NOK5000 (US$700) to be used toward vacation expenses.

**RUTH EILERTSEN,** *product manager for IDG Expo, was named Employee of the Year. She joined IDG in October 1994.*



**KURT LEKANGER,** *test editor for PC World Norge, earned the title of Best Journalist of the Year. Kurt joined IDG in April 1993.*

**PIA TRYLAND,** *ad sales consultant for Computerworld Norge, receives the Entrepreneur of the Year from Assistant Managing Director* ***Thomas Bergerskogen.*** *Pia joined IDG in January 1994.*

**BETTEN TALLERAAS,** *ad sales consultant for Computerworld Norge, was named Ad Sales Consultant of the Year. Betten joined IDG in September 1988.*

PHOTOS BY LAILA CARLSEN

The 1998 IDG Employee Photo Calendars have been distributed and should be arriving at offices worldwide shortly. If your office does not receive its allotment of calendars by Jan. 27, please contact the *IDG World Update* editors at world_update.com or via fax: 617-423-0712.

# ON LINE

**LAURIE MORGAN**

*The president of IDG.net and the Global Web Advertising Network (GWAN) is this week's columnist.*

## IDG.NET AND GWAN AT-A-GLANCE

- **Business Unit Location:** San Francisco
- **What is IDG.net?** IDG.net is a gateway to IDG's worldwide Web sites that offers easy navigation to the content on IDG's sites, via personalization, an effective, multi-lingual search engine, and simple design. Its internal objective is to drive traffic to IDG sites. Using advanced technologies, including multiple-language interfaces, IDG.net filters information according to a user's preferences.
- **What is GWAN?** The IDG Global Web Ad Network gives technology advertisers an easy means to execute and manage ad campaigns across multiple IDG Web sites, which now number 200 sites worldwide.

**Q Now that IDG.net is launched, what are the challenges facing the site?**

A The big challenge for any new Web-based product is generating awareness and trial — IDG.net is no exception. Moreover, IDG.net is a brand-new face in the most mature, competitive category on the Web , taking on tough, established competitors. This means encouraging users to change their current information-gathering habits, to try something new — a process that requires persistence, a truly differentiated product and patience.

IDG.net aims to differentiate itself by focusing tightly on user needs and emphasizing IDG's unique strengths. We are not aggregating content into a supersite, but creating a new kind of service — one that focuses on navigation, on putting decision-makers in touch with the content they need as quickly as possible. This in some ways makes our branding efforts more challenging, and demands a new set of measures of effectiveness (since, for example, our goal of improving navigation keeps excess page views, the current benchmark of site "popularity," to a minimum).

While users don't always know IDG, they do know the IDG publications they've relied on for years to make technology buying decisions; that credibility will help establish IDG.net's identity as a trusted information resource. IDG.net's user-focused navigation and search tools will reinforce IDG.net's positioning as a decision-support tool. And, since the Web is inherently a global medium, IDG.net will capitalize on IDG's unique network of Web sites around the world to serve the Web's many technology audiences worldwide more effectively than our competitors can.

> *Our name aims to emphasize that IDG.net is a gateway to a network of Web sites — a vast, unmatched, global network, in fact.*
>
> **Laurie Morgan**

To the latter point, we've already begun expanding our services to address audiences beyond US borders. IDG.net Top Stories From The Pacific Rim — a new edition of the IDG.net top page — was launched in mid-December; a multi-language search engine is in beta test, and will be available in French, German, Spanish, Swedish and Portuguese by the end of January. Other languages will be added quickly with the help of colleagues at IDG business units around the world. Our goal is to add at least three more languages by the end of February and to continue to add languages throughout the year.

Another important IDG.net goal is to spotlight the efforts of IDG's sites and the IDG News Service to deliver the most comprehensive, timely technology news. To this end, we are constantly evaluating our competitive news position, and looking for ways IDG.net can deliver IDG news content to users as soon as it's available on the Web.

**We keep hearing about the importance of "the dot" to IDG.net's positioning. Why "IDG-dot-net" versus "IDG Net"?**

We are encouraging IDGers to remember the dot — mainly because of the distinction between ".net" and ".com" sites. Our name aims to emphasize that IDG.net is a gateway to a *network* of Web sites — a vast, unmatched, global network, in fact. This contrasts our approach to that of the supersites, which aatempt to serve the entire spectrum of users with a *single* site. We'd like the name subtly to remind users that they gain access to information from more than 200 top-notch Web sites when they visit IDG.net.

A more straightforward reason is that our name is our URL — www.idg.net. You need the dot to hit the right spot!

*Part 2 of Laurie Morgan's column will appear next week.*

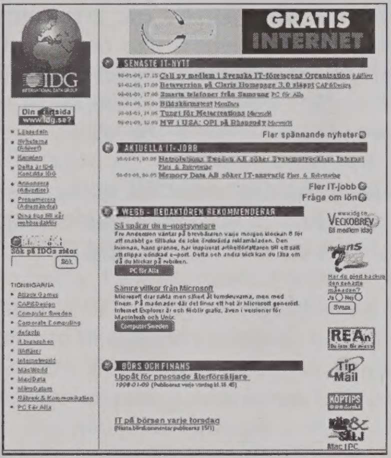
**If the answer to any of the questions below is "yes," send your ideas to world_update@idg.com!**

**Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? (Questions will be sent anonymously.)**

**Do you have a story idea for IDG World Update, or a comment about what you liked — or didn't like — in this issue?**

## IDG SWEDEN

*continued from page 1*



**IDG SWEDEN'S STAFF POSTS SOME** *20 to 30 news articles on the Web site each day. In October the site logged more than three million page views, making it the No. 3 Web site in all of Sweden.*

work in updating other services on a daily basis and see to it that the page is easy to download," Bergson continued. "The visitors know that all the information on the site is fresh every day."

### No. 3 in business category

The site, launched in 1995, has also garnered attention in the Swedish press recently. *Vision*, the leading Swedish weekly for media professionals, rated www.idg.se the third best site in the business category in Sweden behind SE-banken, a banking page, and SJ, a Swedish railway company's site. Only the Web pages for *Aftonbladet* and *Dagen Nyheter*, two of Sweden's largest newspapers, logged more visits.

"As for Web advertising, www.idg.se was the most successful site during 1997, and for 1998 we expect revenue to exceed US$1M, said Sales Director **Peter Gremlin**. "Also, our media kit, which is available on our home page, has been very appreciated, both by local and international clients. The 'Net is perfect for this kind of service, and we are thinking about not having a printed version for 1999." 🖳

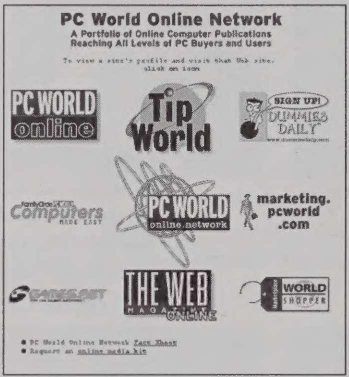
## PC WORLD ONLINE

*continued from page 1*

amazing," said **Thomas Gewecke**, publisher of PC World's Online Services Group. "Not only [do we have] a larger daily reach than any other computer publication, it's a larger daily circulation than all but the eight largest U.S. daily newspapers. And because our readers are predominantly managers who control computer purchases at their company and in their home, TipWorld and Dummies Daily are two of the most valuable media properties available to technology marketers."

Developed by *PC World* editors and IDG Books Worldwide and supplemented by news and technology information from various IDG sources and industry partners, the 42 newsletters include 29 TipWorld newsletters (more than 1,700,000 total daily subscriptions) and 13 Dummies Daily newsletters (300,000-plus total daily subscriptions). New subscriptions are pegged at 13,000 a day.

"The success of these newsletters is testimony to the value of their content," said **Russell Glitman**, editor-in-chief of PC World's Online Services Group. "It's like having a nerd at your fingertips."



PC World Online Network

A Portfolio of Online Computer Publications
Reaching All Levels of PC Buyers and Users

To view a site's profile and visit that Web site, click on icon

- PC World Online Network Fact Sheet
- Request an online media kit

Noting skyrocketing growth of the two product lines, **Declan Fox**, newsletter product manager for TipWorld and Dummies Daily, said that the company would be launching additional titles in the coming months.

"G'Day Dummies Daily" (http://www.idg.com.au/pc.world/dummies/) is a collaboration between PC World Online, IDG Books Worldwide and *Australian PC World* (www.idg.com.au/pc.world).

"If the success of the newsletters in the U.S. is any indication, 'G'Day Dummies Daily' will soon be Australian for smart computing," Gewecke said. "Our Down Under edition is just the beginning of extending and expanding this service to readers worldwide."

"We're thrilled to offer such an expansive resource like Dummies Daily to our readers," said **Mark Stafford**, editor of *Australian PC World*. "Hints and tips of all forms are very popular with our readers. Dummies Daily is a perfect example of how IDG affiliates can combine efforts to customize information products to a local market."

The PC World Online Network (http://www.pcworld.net ) represents the portfolio of the PC World Online Services Group online publications that reach all levels of PC buyers and users, from corporate managers to MIS techies, work PC users to home PC users and expert users to novice users.

Though still in its infancy, the site provides audience and editorial profile information and serves as a gateway to PC World Online's network of Web sites. **Scott Danish**, PC World Online Network's director of marketing and research, said, "It will be particularly useful in the ad sales process to quickly and easily explain the selling points of each site and demonstrate the largesse of our business operations (that is, 'We're a lot more than just repurposing *PC World* magazine online.').

Finally, the Top 400 (http://top400.pcworld.com) is an extensive online buyers' guide that provides ratings and reviews for more than 400 PC hardware offerings in 11 product categories.

The Top 400 draws on *PC World*'s Top 100 objective hardware reviews and offers ratings, charts, new product articles, tips and sneak-peek exclusives on more than 125 leading computer product manufacturers. Data for each product in the Top 400 is assembled by *PC World*'s Test Center. A personalized database and Java applications help users quickly locate the information they need. 🖳

### DID YOU KNOW?

**Male teenagers in the U.S. responding to a recent survey spend more than eight hours per week playing console games, PC games or arcade games.**

**Source: Teenage Research Unlimited (TRU)**
**Fall 1997 Survey**

IDG
INTERNATIONAL DATA GROUP

# Job Opportunities
## Monday, January 12, 1998

**HRIS Specialist (IDG)**
Reporting directly to the HRIS Project Manager, this individual will be an integral part of the task team recommending a new HRIS System for IDG Corporate. Responsibilities include system assessment, needs analysis, vendor evaluation and selection, as well as system implementation. Daily tasks include extensive work on current HR system as follows: system maintenance, assuring data integrity, standard and ad-hoc reporting and customization as needed. Position will work closely with the payroll group and ADP. Three to six years HR and systems experience preferred. ***Location: Framingham, MA***
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: anne_schneider@idg.com

**IS Manager (CHSG)**
The IS manager should have hands-on experience with a Microsoft NT network, NT Server, Lotus Notes and the Microsoft Office suite of applications within a LAN/WAN/remote access environment. The manager will be in charge of maintaining the network, keeping a mixture of Windows 95 and Macintosh desktops and laptops running, and dealing with home-office and traveling users. A technician located in the unit's Framingham, MA, office will report to this manager, so some supervisory experience would be a plus.. A "can-do" attitude is required, along with a willingness to be a leader in selecting and implementing effective technologies as business needs change. Five years' experience in managing a networked environment is required; a degree in computer science or related field is preferred. ***Location: San Mateo, CA***
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

**Industry Editor (CW)**
The industry editor is responsible for traveling extensively to gather information about trends in information systems organizations and the computer industry. This position is also, in part, an editorial "ambassador" role. The individual in this position will also be expected to speak at conferences, panels and other industry events to discuss issues in computing and to define Computerworld's position on these issues and in the market. The editor is responsible for generating specific story ideas for Computerworld writers and editors to pursue and for summarizing and reporting back to the editor-in-chief on a weekly basis about his/her activities and observations so that they can be integrated with Computerworld's editorial planning. The industry editor will also write a regular column. Ability to write and summarize large amounts of information is essential, as is at least five years of professional technology journalism experience. ***Location: Framingham, MA***
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Staff Writer (CW)**
There's an immediate opening in Computerworld's editorial department for an online reporter to write news stories and short items for our Web site every day. Responsibilities include writing short stories and news features for our Web site, writing stories for the print edition of Computerworld, checking the wires/competing Web sites each night at 6 p.m. (before you go home) and alerting the editors if anything major is happening. The ability to meet deadlines -- two each day -- is critical, as is the ability to learn quickly about the computer industry and the trends that effect Computerworld's target audience. It is vital that the applicant is a self-starter and can work with minimal direction. Prior experience with daily reporting and/or technology journalism is preferred.
***Location: Framingham, MA***
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Human Resources Representative (CW)**
Computerworld's HR Department is seeking a human resources generalist. As an internal partner, you will work with our employees and management team in meeting their business objectives through proactive, creative HR solutions. Key emphasis will be in the areas of employee relations, recruiting, and training. This position will also have responsibility for managing several key internal initiatives and projects such as Computerworld's recognition and reward programs, CW's internal training & education database to name a few. The ideal candidate will have 2-5 years HR experience, possess strong interpersonal, organizational and communication skills, and have the ability to handle multiple projects effectively. ***Location: Framingham, MA***
Contact: S. Perry, Fax: 508-879-3760, Phone: 508-820-8160, Email: susan_perry@cw.com

**Copy Editor (FCW)**
FCW Government Technology Group seeks high-energy, detail-oriented copy editor/page designer to join our copy desk. Proficiency in QuarkXPress 3.3 on a Mac is a must, experience with MS Word 6.0 a plus. Must have background in journalism or English, first-rate grammar skills, layout experience and enjoy a fast-paced setting. Need some flexibility in work schedule.
***Location: Falls Church, VA***
Contact: C. Kelly, Fax: 703-876-5126, Phone: 703-876-5095, Email: ckelly@fcw.com

**Benefits Administrator (IDG)**
The IDG Corporate Human Resources Department is seeking a customer service oriented individual to handle administrative tasks related to the benefit programs offered at IDG. This part-time, temporary position will be responsible for assisting 401(k) administration, Life/LTD and AD&D processing, general distributions, filing, answering phones, faxing, copying, health insurance audits, responding to employee requests for information, and special projects. Qualified candidates will posses strong customer service skills, ability to handle confidential information, attention to detail, team-orientation, and interest in the benefits administration. Computer skills (Microsoft Office) and benefits experience desired. 15-20 hours per week. Specific days and hours are flexible. ***Location: Framingham, MA***
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Associate Technical Editor (IDG/B)**
Will develop a user-friendly CD or diskette with software that is beneficial and applicable to the topic of the book, will test the CD and software on any target system, and ensure technical accuracy of the text as it relates to the book. Must have knowledge of Internet search techniques and ability to download and upload software. Excellent editing skills, hardware/software installation and testing skills. Project and time management skills required. ***Location: Indianapolis, IN***
Contact: M. Boese, Fax: 317-596-5240, Phone: 317-596-5436, Email: injobs@idgbooks.com

**Media Development Coordinator (IDG/B)**
The Media Development Coordinator supports the Media Development Department by performing tasks that enable all members of the team to focus on increasing productivity and building the department. Responsible for the maintenance of the media development files, software and vendor research, maintaining software library and testing CDs. Also, will update and maintain schedules for the department. Must have a College Degree and effective communication skills. Must be detail oriented with solid project and time management abilities. Excellent organizational skills and problem solving abilities are required. ***Location: Indianapolis, IN***
Contact: M. Boese, Fax: 317-596-5240, Phone: 317-596-5436, Email: injobs@idgbooks.com

**Accounts Payable Clerk (IDG/B)**
Will help implement A/P policies/procedures; process all check requests, invoices and expense reports; and answer vendor inquiries. The position requires at least 2 years of relevant A/P processing experience; strong organizational & communication skills; experience with spreadsheet, word processing and database applications (Excel & Word). ***Location: Foster City, CA***
Contact: T. Stuart, Fax: 650-655-3206, Phone: 650-655-3101, Email: cajobs@idgbooks.com

**Financial Systems Analyst (IDG/B)**
Participate in the design, implementation and management of a data warehouse. Manage data integrity and audit processes. Design and refine a distributed database system for budgeting, ad hoc sales reporting, general ledger reporting, co-op administration. Must have at least 3 to 5 years experience of financial planning and analysis with an emphasis on data management and high level spreadsheet development. Proficiency with Visual Basic, OLAP tools, and Excel. BA required. ***Location: Foster City, CA***
Contact: T. Stuart, Fax: 650-655-3206, Phone: 650-655-3101, Email: cajobs@idgbooks.com

**Production Assistant (IDG/B)**
Responsibilities include consistently, efficiently, and accurately providing support to the Director of Production and the Production staff in the following areas: Phone, Administrative, library upkeep, faxing, photocopying, travel arrangements and conference arrangements. Proficient with computers: Excel, Word and graphics. ***Location: Foster City, CA***
Contact: T. Stuart, Fax: 650-655-3206, Phone: 650-655-3101, Email: cajobs@idgbooks.com

**Marketing Director (IFW Media Group)**
InfoWorld Media Group, Inc., seeks a high level marketing professional to head up all marketing operations. Individual will be responsible for marketing strategy, communication, and high level agency contacts. Works closely with other members of the InfoWorld management team but especially with Sales, Circulation, and Research. Requires publishing industry knowledge, strong interpersonal and management skills, as well as proven track record in running a marketing department. Ten (10) years business experience required. ***Location: San Mateo, CA***
Contact: D. Vieraitis, Fax: 650-312-0668, Phone: 650-312-0566, Email: donna_vieraitis@infoworld.com

**Account Executive (5 positions) (IIP)**
As the inside partner of a selling team with a Regional Sales Manager, this person will be responsible for selling display advertising for both the print publication and website. Other responsibilities will include servicing assigned accounts in a specific territory and prospecting and developing new business accounts. The ideal candidate should have an entrepreneurial spirit and is willing to sell a new publication, is a creative thinker, has a solid understanding of internet, technology and business markets, has strong organization, communication and computer skills, and has the ability to acquire outside accounts quickly. ***Location: San Francisco, CA***
Contact: C. Lucanegro, Fax: 415-537-9022, Phone: 415-537-9020, Email: -NA-

**Classified Sales Manager (IIP)**
This candidate will be responsible for selling print and online classified advertising for this new weekly business publication and web site. He/she will prospect within both companies and executive recruitment firms to help create a new business model for executive placement and generate ad revenue. The ideal candidate will have an entrepreneurial spirit, have previous experience selling print and classified, have a thorough understanding of internet, technology and business markets, as well as have strong communication skills. Additionally, this person should have knowledge of online competition, have creative thinking, and be willing to help create new advertising categories. ***Location: San Francisco, CA***
Contact: C. Lucanegro, Fax: 415-537-9022, Phone: 415-537-9020, Email: -NA-

**Regional Sales Manager (4 positions) (IIP)**
This candidate will be responsible for selling print and online advertising for this new weekly business publication and web site. He/she will prospect and develop new business as well as maintain and grow key accounts. This regional sales manager will work with an inside partner in a specific geographic territory. The ideal candidate will have an entrepreneurial spirit, have previous experience in brand selling, have a solid understanding of internet, technology and business markets, as well as have strong communication skills and have the ability to work with ad agencies and accounts. Additionally, this person should have creative thinking, and be willing to help create new advertising categories. Previous experience selling a weekly is also helpful.
***Location: San Francisco, CA***
Contact: C. Lucanegro, Fax: 415-537-9022, Phone: 415-537-9020, Email: -NA-

**Logistics Coordinator, Part-time (NW)**
Network World's Professional Development Group is seeking a part time person to work 25 hrs/week. Responsibilities will include: receipt, inventory and distribution of seminar sponsor material; coordination of fulfillment both in-house and with fulfillment company; execution of material kit building; distribution of seminar confirmations, as well as occasional assistance with additional seminar logistics. Ideal candidate will be able to lift boxes up to 50 pounds, possess good telephone/communications skills, a keen attention to detail, and some experience in a Macintosh or Windows environment. ***Location: Framingham, MA***
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

**Director of Marketing (NW)**
Reporting to the publisher, the director of marketing will create and implement marketing strategies and effective well-rounded marketing communications programs to promote Network World and its branded products to the advertising community. In addition, will direct the analysis, compilation and presentation of market data to support the advertising sales staff. This position is for a unique individual who thinks strategically and acts tactically. Travel and 8-10 years of marketing management is required. Computer industry/agency and/or trade publishing experience is preferred. ***Location: Framingham, MA***
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

**Account Executive (NW)**
Network World is seeking an inside sales person with experience to manage a territory of existing accounts, as well as prospect and generate new leads within the Recruitment department. Successful candidate will have strong communication skills, including strong telephone presence to handle daily client contact. The ability to develop creative telephone campaigns is necessary. Qualified candidates should posses a minimum of 3 years of inside or proven outside sales experience, familiarity with high technology industry, ability to work independently and strong organization skills. ***Location: Framingham, MA***
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

**Account Manager (NW)**
NW is looking for an experienced sales professional to join our Direct Response Department. Responsibilities include maintaining existing territory plus prospecting and generating new sales in the Marketplace Section of the weekly publication plus sales of a Response Card Decks every other month. Qualified candidates should have a minimum of 3 years inside or outside sales in advertising and/or high technology industry. Job is based in Framingham and has a minimum amount of travel.
***Location: Framingham, MA***
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

**Administrative Assistant (PCW)**
To provide administrative support, customer service, general office and sales assistantship as needed for two account managers. Must have professional phone manner, be highly organized, have great attention to detail, able to prioritize and juggle multiple tasks in a fast paced environment and in general be an all around team player. Proficient in Windows 95, Word for Windows, Excel, Powerpoint and Lotus Notes preferred. Minimum of 1 year clerical experience required. Prior publishing or advertising background experience a plus. ***Location: San Francisco, CA***
Contact: K. Normandeau, Fax: 415-267-4531, Phone: 415-267-4578, Email: kevin_normandeau@pcworld.com

**Places to find a complete listing of job opportunities across IDG:**
- **Lotus Notes - Job Opportunities Database**
- **IDG Central - http://idgcentral.com**
- **IDG Web Site - http://www.idg.com**
- **Job Hotline - MA: 508-935-4406 PCW/Macworld/Publish: 415-978-3100**
- **The World Update on the last Monday of every month.**

**OFF SITE**

# Trash Talk

## Bugged by litter, IDG Books' Ken Ball helps keep his corner of the world clean

*For seven years **Ken Ball**, manager, corporate/government sales at IDG Books in Foster City, Calif., has been volunteering to keep a section of his hometown of Oakland, Calif., clean.* World Update *spoke with him recently about it.*

"The We Mean Clean program's Adopt-A-Spot has been around six or seven years as part of the city of Oakland's Parks and Recreation Department. You basically adopt a spot and keep it clean. There are a dozen groups or so that do it, but I'm the only individual. I called We Mean Clean to volunteer, and the folks said 'Terrific!' and I signed up. They gave me a rake and big plastic bags with ties, and I told them I wanted to do this intersection to that one, and I was off and running. It's a two-block length of the main street in the Montclair section of Oakland that has a chain-link fence that separates the street from the freeway and a lot of trash gets blown up on the fence by the wind and passing cars.

"I try to do it every two weeks on a Saturday or Sunday. It's great, I don't have to exercise my brain and there are no bloody committee meetings! It's a solitary thing. I live in a nice community, and I have to give something back. It's basically selfish, though, because I don't like litter, and now I don't have to see it. When I'm done, I tie the bags off and leave them at the bus stop here. I phone my contact at Adopt-A-Spot and say, 'There are two bags there.' I feel like a CIA operative, but they're gone by Monday.

Adopted & Cleaned By
KEN BALL
ADOPT-A-SPOT · 238-6688
OAKLAND · WE MEAN CLEAN PROGRAM

"And I do it by myself. I have two teenage daughters, and about five years ago I asked them to go with me. That was a one-time-only thing. They were embarrassed that someone they knew might see them, and it is dirty. By the way, I do wear gloves now. You don't see too many hypodermic needles here, but, still... And it's not physically dangerous. It's only three or four feet wide between the curb and the fence. I'm up off of the street, but if there's junk in the street, including cigarette butts, I'll pick it up. There's a lot of funky stuff out there that's been rolled over.

"The most interesting thing I ever found was a tin can about the size of a Danish butter cookie tin, but it had some personal stuff in it. Keys, coins, a letter, receipts; it was somebody's little desk, and it was clearly discarded. I just wondered why was this discarded and by who and why these things?

IDG WORLD UPDATE

**YEAH, BUT DOES HE DO WINDOWS?** *IDG Books' **Ken Ball** has been keeping a two-block section of roadway in his hometown of Oakland, Calif., clean for almost seven years. "It's great," says Ball of his twice-a-month effort. "I don't have to exercise my brain and there are no bloody committee meetings!"*

"I don't get any grief from passersby. People will beep — a friendly beep — and when I look up they'll wave. People will sometimes slow up, open the window and say thank you. It's always to say thank you. They've made the assumption of what I'm out there doing. Sometimes I wonder if they think I'm working off a drunk-driving rap.

"What attracted me to this in the first place was twofold. I flirt with Buddhism, so whether it's the Buddhist part of me or the orderly part of me I don't know, but litter is discarded in a thoughtless and uncaring way. Basically, people who throw litter are dissing the rest of us. I understand enough to know that as human beings we all have a job to do and that there will always be people who litter and be careless. It'll never go away, but that doesn't make it acceptable. Maybe people who see me will become more thoughtful about that candy wrapper. The Buddhist part of me teaches awareness. Literally, what I look for is little shards of glass; I'm looking at it at that level and heightening my sense of where I fit in the overall picture. While I don't seek it out, there has been a sort of recognition. The city put a sign up on one of the lampposts that says, 'This site adopted by Ken Ball.'"

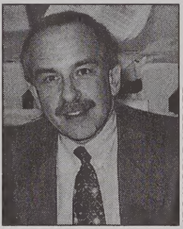
# NOTEWORTHY

## PROMOTIONS

LEBO

IDG WORLD UPDATE

A three-year IDG Marketing Services veteran, San Francisco-based Sales Associate **Rachel Lebo** has been promoted to account executive. She will now be directly responsible for advertising sales in the geographical area of the U.S. Northwest (except for Microsoft Corp.), the California cities of Fremont, Milpitas, and Hayward and a few San Francisco-area accounts. Because of her interest and studies in online advertising, she will also be responsible for supporting IMS U.S.-International in its online endeavors, including looking for sales opportunities throughout the U.S.



BUCKLEY

IDG WORLD UPDATE

In Framingham, Mass., IMS' **Jim Buckley** moves up to account representative from his sales administration duties for Director of International Accounts **Charlotte Trim**. His added responsibilities will include prospecting for new clients.

"Rachel has done an excellent job servicing some of IMS's largest clients," said **Ginny Pohlman**, vice president of international sales for IMS. "Her abilities will serve her well in bringing in more of the smaller international advertisers that we are targeting in 1998. In representing 275 publications, Charlotte Trim needs a detailed and organized individual to assist her sales efforts. Jim has shown himself to fit the bill. With these changes we are attempting to accomplish a number of goals: focus on doing a better job of servicing our current client base, target 'high potential' accounts, bring in incremental online advertising revenue and increase our advertising account base," Pohlman added.

## NEW EMPLOYEES

Based in Irvine, Calif., Account Executive **Djuna Woods** covers Southern California, Arizona and Nevada for *Solutions Integrator*. She previously handled media buying and planning for ALR. Djuna has a B.A. in English from the University of California/Irvine.

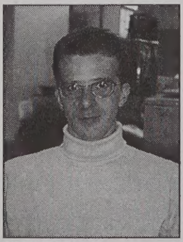
LIPMAN

IDG WORLD UPDATE

Previously self-employed as an event coordinator, **Corinne Lipman** joins IDG Conference Management as a conference coordinator. She holds a B.A. in international relations from the University of California/Davis and likes to travel and cook in her free time.

*Computerworld* has hired **Lisa Caldwell** as national director of channel sales. In this position she will contact and assist direct marketers with advertising in *CW*'s Marketplace and new Direct PC Vendor sections. Caldwell brings more than 10 years of sales and management experience, both from her former position at AT&T in Dayton, Ohio, where she was responsible for managing the firm's global information systems direct division, and as an industry consultant to the direct marketing industry.

**Suzanne Gaspar** joins *Network World* as an associate features editor. She was previously a manager with Community Connections, Inc., a non-profit human service agency serving adults with disabilities. She earned a BA in corporate communications from Roger Williams University in Bristol, R.I., with double minors in marketing and creative writing. Outside the office enjoys time with her family and pets and outdoor activities.



NICCOLAI

IDG WORLD UPDATE

After serving as an intern reporter (and senior coffee-inventory manager) in the IDG News Service's Boston office, **James Niccolai** moves to the San Francisco bureau as a U.S. correspondent. "I moved to San Francisco, started a new job, graduated *summa cum laude* [from Boston's Northeastern University], traveled to England — all in two weeks without cracking up (yet)," James noted. Mountain biking, yoga, creative writing and dining out help keep him sane.

## TRANSFERS

PAQUET

IDG WORLD UPDATE

As part of the expansion of the IDG News Service's West Coast bureau, **Cheri Paquet** retains her position as a copy editor but is now based in the News Service's San Francisco office. Before joining the News Service, she was an assistant editor for *Network World*'s features department, She holds a B.A. in English with a minor in communication arts from Framingham (Mass.) State College and explores the sights of San Francisco, golfs and cooks in her spare time.

## RETURNING EMPLOYEES

KOWALSKI

IDG WORLD UPDATE

**Lisa Kowalski** returns to IDG as IDG Marketing Services' new West Coast director of international accounts. Earlier this year, Lisa was briefly with Poweragent, a now-defunct Internet start-up. Prior to that she was worked at *Computerworld* as a district manager from 1991 thru 1997 and was responsible for selling print and online advertising to new accounts in the Northern California/ Idaho/Utah region. While she was at Computerworld she consistently exceeded her annual sales goals and was the recipient of the *Computerworld* Sales Achievement Award in 1995 and 1996.

### WANTED: NOTEWORTHIES WORLDWIDE!

*All business units — including those outside the U.S. — are welcome to send information and photos for the Noteworthy section to: world_update@idg.com.*

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**NINETEEN YEARS**
Vincente Tarkin - IDG Brazil

**FIFTEEN YEARS**
Seppi Heber - IDG Australia

**ELEVEN YEARS**
Juan Manuel Tapia Fernandez - IDG Mexico

**TEN YEARS**
Katalin Kopácsi - IDG Hungary
Maria Alica Ramos - IDG Brazil

**NINE YEARS**
Zsóka Egyed - IDG Hungary
Birte Matsen - IDG Denmark
Mary Rowny - LTI (Canada)

**EIGHT YEARS**
Ugur Geylani - IDG Turkey
Imre Birkus - IDG Hungary
Lisbeth Egeskov - IDG Denmark

**SIX YEARS**
Ali Akyüz - IDG Turkey
Anna Micskó - IDG Hungary
Ailton Barbosa da Silva - IDG Brazil
L. Pereira das Neves Vieira - IDG Brazil
Laura Samaniego Quiroz - IDG Mexico

**FIVE YEARS**
Susanne Winding - IDG Denmark
Jose Gavilan - IDG Spain
Takahiko Umeyama - IDC Japan
Miya Akatsu - IDC Japan

**FOUR YEARS**
Katia Barros - IDG Brazil
Janni Ogaard - IDG Denmark
Peter Wiwe - IDG Denmark
Max Fuller - IDG Australia
Jason Snell - Mac Publishing

**THREE YEARS**
Bahattin Apak - IDG Turkey
Trude Berg - IDG Denmark
Matt McAlister - Internet Industry Publ.
Ana Paula Motta de Souza Lobo - IDG Brazil
Terezinha Almeida Okura - IDG Brazil
Cynthia Ramsey - Mac Publishing

**TWO YEARS**
Andrea Bohn - IDG Hungary
Martin Appel - IDG Denmark
Charlotte Bedstrup - IDG Denmark
Chloe Chen - IDG Taiwan
Steven Chang - IDG Taiwan
Emanuela Cella - IDG Italy
Massimo Cesati - IDG Italy
Junichi Saeki - IDC Japan
Kiyoshi Suzuki - IDC Japan
Irene Basurto - GamePro

**ONE YEAR**
Nurhan Bagci - IDG Turkey
Esin Aydin - Turkey
Renata Zilse Pereira Borges - IDG Brazil
Elisabeth Persson - IDG Denmark
Vibeke Hastrup - IDG Denmark
Alan Hartstein - IDG Australia
Helena Makarevich - IDG Australia
Russ Nordmeyer - Mac Publishing

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# Dummies Publishers Share Tricks of the Trade

The international partners who translate and publish IDG Books' *...For Dummies* brand exchanged ideas at a half-day meeting just before the start of the Frankfurt Book Fair in October.

Sponsored for the second year by IDG Books Worldwide's subsidiary rights department, the roundtable featured presentations on co-branding, improving sales, and marketing on a budget. For example, the publishing partner in India persuaded Calcutta city officials to let him paint Dummies signage on the trams at virtually no advertising cost because the trams needed painting anyway.

SUSAN SKIPPER

*(Standing, left to right):* ***Eva Karper*** *(EMI Electrola, Germany),* ***Kim Do Yoon*** *(Young Jin, Korea);* ***Ola Milanko*** *(READ ME, Poland),* ***Ole Pedersen*** *(Teknisk Forlag, Denmark),* ***Benny Nielsen*** *(Teknisk Forlag, Denmark),* ***Igor Kaasik*** *(KOGE, Estonia),* ***Esther Kockel*** *(ITP Verlag, Germany),* ***Giannis Faldamis*** *(Klidarithmos, Greece),* ***Han Sang Jin*** *(Young Jin, Korea),* ***Jim Doehrman*** *(IDG Books, U.S.),* ***Lennart Zetterstrom*** *(IDG Sweden Books),* ***Osvaldo Siciliano*** *(Berkeley Brasil Editora Ltda., Brazil),* ***Stegan Sundin*** *(IDG Sweden Books),* ***Massimo Esposti*** *(Apogeo, Italy);* ***Nathalie Melotte*** *(Addison-Wesley Nederland, The Netherlands),* ***Esbjorn Schonberg*** *(IDG Sweden Books),* ***Arianne Strating*** *(Addison-Wesley Nederland, The Netherlands),* ***Markus Kauderer*** *(ITP Verlag, Germany),* ***Vika Gupta*** *(Pustak Mahal, India),* ***Karin Leite*** *(IDG Books, U.S.),* ***Maurizio Vedovati*** *(Apogeo, Italy),* ***Tom Zaibt*** *(READ ME, Poland),* ***Wlodzimierz Bincyzk*** *(READ ME, Poland),* ***Marco Federzoni*** *(Apogeo, Italy),* ***Gong Lanfang*** *(PHEI, People's Republic of China).*

*(Kneeling, left to right):* ***Marc Mikulich*** *(IDG Books, U.S.),* ***Dragan Tanaskoski*** *(Mikro Knjiga, Yugoslavia),* ***Kristina Pappas*** *(IDG Books),* ***Choi Yun Jeong*** *(Young Jin, Korea),* ***HeeSook Choo*** *(DRT, Korea),* ***Derek Stordahl*** *(IDG Books, U.S.),* ***Grazyna Jedrzejec*** *(READ ME, Poland).*

### DID YOU KNOW?

**IDG Books' ...*For Dummies* series is published in 34 languages.**

## CELEBRATING 10

# Karman Cheng

**HOME:** Hong Kong

**JOINED IDG HONG KONG:** March 1987 as assistant traffic coordinator.

**CURRENT TITLE:** Traffic manager. I coordinate the editorial pages and ad materials with our printers.

**MOST CHALLENGING PART OF YOUR JOB:** Making sure the publications meet production schedules and deadlines and minimizing expenses on printing and production.

**MOST MEMORABLE MOMENT AT WORK?** Having lunch with our chairman, Mr. Pat McGovern.

**WHAT'S KEPT YOU AT IDG FOR 10 YEARS?** The managers I've worked with, the opportunities, the challenges — and I love what I do.

**FAMILY:** My husband's name is Colman; we have a son named Ryan, and he is now five years old.

**MOST REWARDING THING YOU'VE EVER DONE?** Raising Ryan.

**DREAM DESTINATION:** Switzerland

**FIRST JOB:** I worked in the Security Settlement Department at Citibank N.A.

**YOUR IDEA OF A PERFECT DAY ALONE?** Lying on the sofa and reading as many magazines and books as possible.

**FAVORITE VACATION SPOT?** New York, to spend all my time with my best friend.

**IDG CHAIRMAN PAT McGOVERN ESCORTS IDG HONG KONG'S** ***Karman Cheng*** *to lunch at Hong Kong's Mandarin Grill Room in honor of her 10 years of service to the company.*

**IF YOU WON THE LOTTERY TOMORROW, YOU WOULD:** Go travelling; buy houses for all my family members.

**MANAGER'S PROFILE:** "I am proud to say that Karman Cheng is one of the best traffic staff I have ever come across. When she first joined 10 years ago, no one would have guessed that she had never been involved in either production work or publishing. Her keen sense of design, pagination work and color enables her to offer advice to clients on layout that are so natural to her it's uncanny. Furthermore, during her years here she has acquired a great deal of knowledge and developed good relationships with printers, and her meticulous work never fails us. Karman enjoys her work even when she is under pressure and is an extremely loyal and dependable member of this company."

*- **Micaela de Almeida**, co-managing director, IDG Hong Kong*

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 80 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 3

January 19, 1998

**MARKET LEADER PC WORLD CHINA BOOSTS FREQUENCY TO WEEKLY**
PAGE 2

**INFOWORLD'S STEVE MOYLAN GRACES COVER OF NOVEMBER FOLIO MAGAZINE**
PAGE 2

**COMNET/ICE SHANGHAI '97 DRAWS TREMENDOUS PUBLICITY AND 50,000 ATTENDEES**
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

# IDG Games Media Group Joins Two Publications, Online Offerings

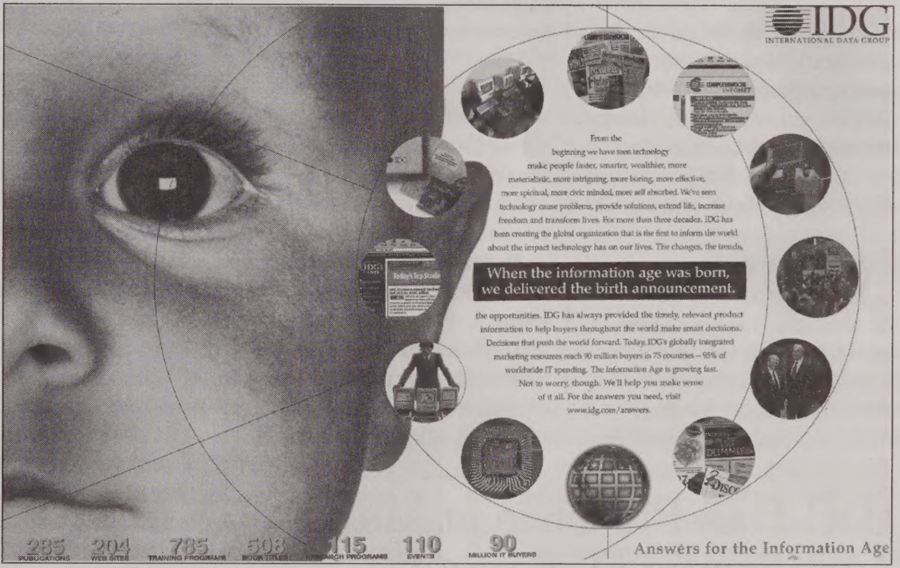
IDG this month announced the creation of IDG Games Media Group, a new U.S. business unit that will publish two existing magazines — *GamePro* and *PC Games* — and their companion Web offerings.

IDG Games Media Group will enhance the global resources that IDG already offers the interactive entertainment market, including the world's largest event dedicated to the market, Electronics Entertainment Expo (E3), more gaming-related publications worldwide than any other publisher with leading titles in eight countries, and the world's only global market research service, IDC/LINK, the premier market research service covering consumer computing, entertainment, and media.

**John F. Rousseau**, former president of GamePro Media Group, will serve as president and CEO of the new unit. Rousseau will be responsible for the strategic direction and operation of IDG Games Media Group and its entire product line, including *GamePro* magazine, *PC Games* magazine, the *NetPro* supplement, GamePro Online (http://

• CONTINUED PAGE 4 •

# IDG Launches Largest Image Campaign in its History


IDG
INTERNATIONAL DATA GROUP
285 PUBLICATIONS
204 WEB SITES
785 TRAINING PROGRAMS
508 BOOK TITLES
115 RESEARCH PROGRAMS
110 EVENTS
90 MILLION IT BUYERS
Answers for the Information Age

From the beginning we have seen technology make people faster, smarter, wealthier, more materialistic, more intriguing, more boring, more effective, more spiritual, more civic minded, more self absorbed. We've seen technology cause problems, provide solutions, extend life, increase freedom and transform lives. For more than three decades, IDG has been creating the global organization that is the first to inform the world about the impact technology has on our lives. The changes, the trends,

When the information age was born, we delivered the birth announcement.

the opportunities. IDG has always provided the timely, relevant product information to help buyers throughout the world make smart decisions. Decisions that push the world forward. Today, IDG's globally integrated marketing resources reach 90 million buyers in 75 countries – 95% of worldwide IT spending. The Information Age is growing fast. Not to worry, though. We'll help you make sense of it all. For the answers you need, visit www.idg.com/answers.

**THIS IMAGE IS PART OF IDG'S NEW CORPORATE MARKETING CAMPAIGN APPEARING** *this week in Advertising Age and Adweek as well as in the February issues of Marketing Computers and Business Marketing.*

Let there be no doubt about it: IDG has "Answers for the Information Age," and it's unveiling that theme this week — and for the following eight months — in the largest image campaign in IDG's 30-year history. In addition to print ads, the campaign features a unique interactive component on the Web at http://www.idg.com/answers.

The primary goal of the campaign is to communicate IDG's corporate vision of fueling the growth of the information age by bringing technology buyers and sellers together. The ad was designed by Diamond, Morgan, Northend, Albers Inc. in Palo Alto, Calif.

"Answers for the Information Age" is designed to unite all of IDG's products and services and to underscore IDG's importance to both buyers and marketers of technology who count on IDG's products as part of their decision support system," said IDG Marketing Services

• CONTINUED PAGE 5 •

## IN BRIEF

# *InfoWorld*'s Steve Moylan Featured in *Folio* Cover Story

NOVEMBER 1, 1997 · $6.00
Folio:
THE MAGAZINE FOR MAGAZINE MANAGEMENT
How to turn research into sales
page 97
Telephone time: Use it or lose renewals
page 76
Distributors set up sell-through fees
page 45
Secrets of the ad sales stars

**STEVE MOYLAN GRACES THE** *cover of the November 1997 issue of Folio magazine, which featured an article on the role of sales managers.*

*InfoWorld* Publisher **Stephen Moylan** landed on the cover of the Nov. 1, 1997, *Folio* magazine, headlining a story on the critical role sales managers play in creating successful sales staffs.

"[The *Folio* writer] was interviewing sales directors, looking for some feedback," Moylan said. "She knew that *InfoWorld* was a hot book [*IW*'s 1996 ad revenue was $135 million] and said she was going to recommend that we get some acknowledgement of that on the cover. I consider this more about getting a plug for *InfoWorld* than me getting on the cover. It's also my chance to plug our sales team. We have a stellar group, both people with seniority and some young hot shots."

Moylan was also quoted in the article as saying, "You must teach salespeople how to help their customers build demand creation for their products. They learn to give exceptional service with immediate, knowledgeable response to ultimately introduce advertisers to key customers."

*Network World* Senior Vice President and Publisher **Evilee Thibeault** was also quoted in the same article regarding her thoughts on how to be an effective sales manager. 🖳

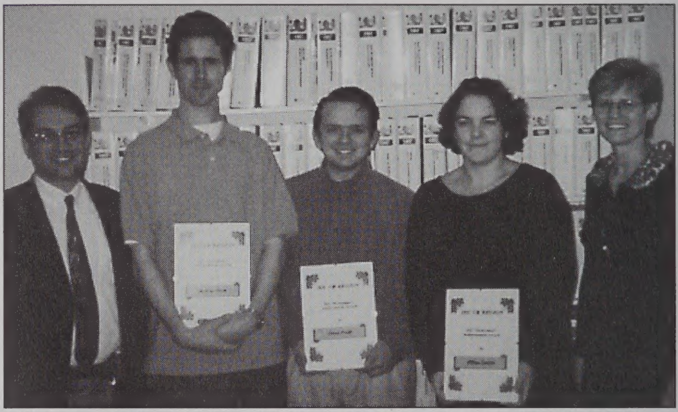
# IDG Has Presence at Major Asia/Pacific IT Summit

sia-Pacific
Information Techn

*PC World China* and *Computerworl China* were two of the media partners (i.e., sponsors) for the Asia/Pacific Information Technology Summit, held Nov. 19-21 in San Francisco. Organized by the Pacific Economic Cooperation Council, the high-level event drew more than 800 industry CEOs and Asian governmental leaders.

IDG Marketing Services also arranged for consultant and *Computerworld* columnist David Moschella (above) to be part of a panel discussion on IT policy implications. 🖳

# IDC U.K. Bestows "Newcomer" Honors Upon Three Employees



**IDC U.K. PRESENTED "NEWCOMER OF THE YEAR" AWARDS TO** *three employees, who in their first year on the job have excelled not only in their own positions but have made significant contributions supporting wider team and corporate goals. Honored at the company's 1998 Kick Off Meeting, held in London last November were (second from left):* ***Mathew Heath****, marketing communications specialist;* ***James Foulk****, analyst, European asset management; and* ***Eithne Devine****, analyst, European software. The trio are flanked by IDC U.K. Managing Director* ***Keith Henry*** *and IDC U.S. Senior Vice President* ***Vicki Brown****, who attended the meeting and served as a guest speaker.*

# *PC World China* Gives Readers More of What They Want

微电脑世界
周刊
Weekly
PC WORLD CHINA
1
她想亲吻
EPSON Stylus COLOR 400
家用四色喷墨打印机，
因为有了它，童年的梦都是彩色的……
EPSON

*PC World China Monthly*, the country's leading computer magazine, is ringing in the New Year with a quadrupled frequency and a switch to full color. The 13-year-old publication, now known as *PC World China Weekly*, is the country's only weekly IT magazine. According to Editor-in-Chief **Xiong Wei**, the move reflects a booming Chinese IT market, which saw 1997 PC shipments jump to 3 million from 2 million in 1996. Total revenue of China's electronic industry in 1997 was $48 billion, a 25% increase over the previous year. 🖳

## DID YOU KNOW?

**IDG established publishing operations in China in 1980, with a joint venture agreement for *China Computerworld*.**

## ON LINE

**LAURIE MORGAN**

*The president of IDG.net and the Global Web Advertising Network (GWAN) is this week's columnist. Part 1 of her column appeared Jan. 12.*

### IDG.NET AND GWAN AT-A-GLANCE

- **Business Unit Location:** San Francisco

- **What is IDG.net?** IDG.net is a gateway to IDG's worldwide Web sites that offers easy navigation to the content on IDG's sites, via personalization, an effective, multi-lingual search engine, and simple design. Its internal objective is to drive traffic to IDG sites. Using advanced technologies, including multiple-language interfaces, IDG.net filters information according to a user's preferences.

- **What is GWAN?** The IDG Global Web Ad Network gives technology advertisers an easy means to execute and manage ad campaigns across multiple IDG Web sites, which now number 200 sites worldwide.

**Q I noticed IDG.net's billboard on Highway 101 [near San Francisco]. What other promotions are planned for the site?**

**A** Promotional plans for IDG.net can be broken into three categories: marketing communications, newsletter distribution and partnerships.

On the marcomm front, in addition to the billboard, which will run through January, we are running a number of banner advertising campaigns. Our ads are appearing on Web sites such as C|NET (news.com, search.com, and computers.com), Pathfinder (*Fortune* and *Time* technology sections), and the major search engines (tied to computing keywords). Through the Global Web Support Center (GWSC), we are also making our banner ads available to IDG sites that have excess inventory and can run them for us. [IDG employees can visit the password-protected GWSC site at http://www.supportcenter.com.]

Icons to link IDG Web sites to IDG.net are also available through the GWSC. We are creating multiple language versions of these icons to support our search engine efforts — these will be available by mid- to late January.

IDG.net promotions have also run as house ads in *InfoWorld*, *Network World*, *Computerworld* and *PC World*. As we expand internationally, we will make the promotions available to our publications around the world. This effort is especially important for creating awareness, as we reach thousands of people who can't be reached as easily via banner ads. The IDG.net snipe [logo] is also running on a number of IDG publication covers, and was even picked up as a news item by *Ad Age* [Nov. 20, 1997].

Lastly on the communications front: we are emphasizing public relations as an important awareness-building tool.

Working with the TipWorld newsletter unit will enable us to take advantage of their substantial circulation-generating capabilities. TipWorld currently distributes nearly three million newsletters per day; IDG.net will work with [PC World Online Publisher] **Thomas Gewecke**, [Product Manager, TipWorld and Dummies Daily] **Declan Fox**, and the rest of the TipWorld team to create a series of newsletters that will introduce IDG.net to a much larger audience.

IDG.net's editors are also sending weekly e-mail messages to IDG.net subscribers. With help from IDG's publishers, we will be able to send regular messages to subscribers of *PC World*, *InfoWorld*, Web Publishing's quartet and others.

Finally, partnerships are a critical component of business development for IDG.net. We are pursuing a variety of partnerships of all sorts — link exchanges, search engine positioning and content sharing — to expand the IDG.net presence on the Web and build circulation for our sites.

**How are IDG.net and the IDG Global Web Ad Network related?**

The easiest way to think of IDG.net and GWAN is as the two halves of the IDG Online Network. IDG.net promotes our 200-plus sites and makes them more accessible to readers; GWAN does the same for advertisers.

The two are also linked by their missions. IDG.net's business objective is to drive qualified circulation to our Web sites to create incremental ad inventory. GWAN's business objective is to generate incremental online ad revenue. IDG.net's success will permit online ad sales growth at both the business unit and GWAN level.

**What are the latest developments with GWAN?**

The biggest GWAN news so far is our recent contract with Digital Equipment Corp., which we believe is the Web's largest ad deal to date. It spans 29 IDG sites in 14 countries, will run for nine months, and is valued at about $500,000. The global nature of the deal, and its long duration, have made it newsworthy. In fact, the deal has been covered by a number of advertising trade publications in the U.S.

This is the first of several long-term contracts we believe we'll be able to close via GWAN this year. Our ability to deliver a truly global solution is appealing to large customers and should permit GWAN to deliver incremental advertising to IDG sites around the world.

We are currently negotiating several other large deals, including one that would comprise advertising in more than 30 countries!

# IDC Forum Focuses on European Banking Systems' IT Needs

IDC's second annual European IT Banking Forum attracted more than 400 attendees representing both the demand (bankers) and supply side (IT vendors and consultants) of the European financial community. The event, held Nov. 26-28 at the Palazzo dei Congressi in Rome, featured eight IDC speakers as well as some 70 guest speakers.

**IDC EUROPE PRESIDENT** *Roberto Masiero delivers opening remarks at IDC's second European IT Banking Forum in Rome.*

In his opening remarks, IDG Europe President **Roberto Masiero** stressed the importance to the bankers in the audience of making the right choices in changing the way they work now that virtual banking processes have begun with widespread distribution of banking services.

"The European banking systems have now entered a new era and face four key challenges," Masiero said. "First, the move from legacy systems to client/server architecture to Web technology-based Internet banking; the diffusion of services — retraining internal staff while keeping services fast with ready-to-market applications; providing the IS infrastructure to support the refocused multi-channel strategies and finally repositioning to focus on competitive strengths while outsourcing the non-core activities."

**Luisa Bordoni**, director of IDC's European Vertical IT Markets research, discussed the close scrutiny banking business models are undergoing as a new equilibrium is sought to gain and retain customers while delivering business value and a high return on investment in Internet technologies. "Two key elements of the new recipes are the ability to develop integrated customer management and the fast setting up of a seamless virtual relationship with them," she said. "Many expectations are dependent on the ability of Internet banking channels as a key strategic component of a multi-channel integrated banking services offer. At least 50% of European banks have put PC/home banking and Internet banking as a key customer delivery mechanism.

"The bottom line, however, is that there has been strong growth in banking home pages over the past few months in Europe, with an increased shift toward offering not only information services but also access to account balances and more value add banking interactive services."

Other IDC speakers included: **Robert Giffords**, associate consultant; **Giorgio Berini**, associate consultant; **Ezio Viola**, general manager, **IDC Italy**; **Lorenzo Molina**, consulting project leader, IDC Italy; **Franco Vigliano**, consulting project leader; and **Salvatore de Matteis**, user consulting director, IDC Italy.

Currently there are more than 1,000 banks in Europe that have set up home pages. These account for some 14% of the banking population. IDC research shows that only 78 of those (or fewer than 1% of banks with a home page) actually offer advanced information and interactive services. The major concern among these banks remains security; in the highly trust-driven and brand-oriented world of banks, a breach on a transaction may well destroy a strong reputation.

IDC predicts that there will be more than 3,000 European banks that will have a home page in 2001, and, with few exceptions, they will almost all (90%) be offering interactive banking over the Internet.

*For more information, contact Patrizia Giancane at pgiancane @idcresearch.com.*

## IMAGE CAMPAIGN

*continued from page 1*

www.gamepro.com), and PC Games Online (http://www.pcgames.com). In addition, the group will continue its successful television programming and its annual Industry White Paper.

"As the gaming market continues to expand, IDG Games Media Group will be the only company that can provide the industry with the most competitive network of media products available today," Rousseau said. "*GamePro*'s continued leadership position combined with *PC Games*' authoritative voice in the PC entertainment area and the new IDG Games.Net (http://www.games.net) — a five-channel online service dedicated to all things game-related — will provide the industry with an unsurpassed network of advertising opportunities."

**SANDOR**

In related news, **Cyndy Sandor** has been named publisher of PC Games and senior vice president of IDG Games Media Group. Sandor most recently served as associate publisher at *GamePro*. "We are truly blessed to have a person of Cyndy's caliber already here to take on this important position," Rousseau said.

*For more information, contact Marketing Manager **Erin Gaffaney** at egaffaney@gamepro.com.*

- **• *NetPro* is the authoritative source of useful, responsible, fun entertainment about the 'Net for teens. *NetPro* is polybagged quarterly with *GamePro*.**
- **• GamePro TV consists of 30-minute episodes covering reviews and previews of the hottest console, PC, online, and arcade games and industry news and analysis. IDG Games Media Group is analyzing different market opportunities to relaunch GamePro TV in 1998.**
- **• The annual Industry White Paper covers all facets of the ever-changing games industry and provides five-year projections on unit penetration, revenue and other critical industry benchmarks.**

Volume 3, Number 1 January 19, 1998

IDG U.S. UPDATE

PUBLISHED MONTHLY FOR IDG EMPLOYEES IN THE U.S.

# IDG Corporate Services Group Unveils Financial Intranet

The heat is on at FRIDG, IDG Corporate Services Group's (CSG) new online reporting system that is helping department managers keep much better tabs on their groups' financial situations.

Accessible only via IDG's U.S. wide-area network (www.IDGCSG.com), FRIDG is intended for the 400 to 500 people within IDG's roughly 30 U.S. business units who have budget responsibility and deal with financial information and the CSG regularly, according to **Nancy Newkirk**, director of IS.

Available now, the site's primary attraction is a reporting system called FRIDG — Financial Reporting for IDG. This system delivers online the information department managers have previously received only once a month on paper — plus a whole lot more. It is currently updated at least weekly, but daily updating is planned by February, Newkirk said. The information can also be downloaded to a text file and imported into a spreadsheet directly from the site.

"It offers budgets and actual expenses and revenues with variance percents and dollars that show a department manager how the department is doing," Newkirk said. "You can click on an expense account and drill down to see the detail behind the account." For security reasons, each business unit has a designated person — a business unit security person ("BUSP") — who controls who within each company has access to what information.

Users will also find the following areas on IDGCSG.com:

- **News**—information from the CSG.
- **Staff**—information and pictures of CSG staff members.
- **Feedback**—a suggestion box.

The idea for FRIDG came from a brainstorming session at the Financial Manager's functional meeting last March. A task force composed of **Bob Ainsworth** from InfoWorld, **Stephen Daniels** from Macworld, and **Matt Smith** from Computerworld along with Newkirk, **Sally Reinfeld** and **Nancy Sheehan** from CSG refined the idea and helped develop the prototype. The prototype was up in July and adjusted through November, when it went live to a control group within IDG.

The site, which is receiving rave reviews from current users, is now available throughout IDG. Employees who would like access to their company's information on FRIDG should contact their BUSP. To find your BUSP, access the site at www.IDGCSG.com and click on the FRIDG button.

*Anyone with questions regarding the intranet may contact Nancy Newkirk at nancy_newkirk@idg.com.*

## HR PLACES BOUNTY ON SALES RESUMES

**It's a seller's market at Corporate Human Resources this winter. HR is sponsoring a special promotion for sales resumes during January and February. Numerous sales opportuni-**

• CONTINUED PAGE 2 •

# IDC, *CW* Employees Win Referral Program Raffle

For **Jacki McDonald**, group operations manager with IDC in Framingham, and *Computerworld* Reporter **Randy Weston,** referring new employees to the company has paid off not only for IDG but for them as well. Last month they were selected in a random drawing of all the names of IDG employees who referred two or more employees, who were subsequently hired by IDG in 1997. Their prizes? A grand prize of $1,500 for McDonald and a runner up award of $1,000 for Weston.

According to HR Executive Recruiter **Susan Brown**, a total of 938 people joined IDG U.S. business units last year. Of those, 207 were referred by current employees.

"Hiring the best and the brightest people is the toughest and most important challenge in business today," Brown said. "The Employee Referral Program continues to be the single biggest source of recruiting qualified candidates. We're always on the lookout for candidates who will mesh with IDG's culture and embrace our 'Let's try it' attitude."

Employees who refer candidates who are hired by participating IDG business units are eligible for a bonus of up to $500 per referral. Contact your business unit HR representative to obtain a referral sheet and complete rules for the IDG Employee Referral Bonus Plan.

# TRAVEL UPDATE

## Magnetic Tray Tables Can Wreak Havoc with Laptops

There have been several recent reports of laptop computer hard drives being corrupted by the magnetized tray tables on the new Airbus 340. Thus far, these incidents have only been reported on European-based airlines and were confined to row six of the plane — a row where tray tables are stored in the armrest section of the seat. United, Northwest and USAirways currently have no plans to use magnetized tray tables in their new Airbus aircraft, but travelers wishing to use laptops would be well advised to use a metal paper clip to determine whether tray tables are magnetized.

## United Airlines Adds Nonstop Boston-San Jose Service

On Jan. 7, United inaugurated nonstop daily service between Boston and San Jose.

- UA Flight 163 departs Boston at 7:00 a.m. and arrives San Jose at 10:29 a.m.
- UA Flight 184 departs San Jose at 9:35 p.m. and arrives Boston at 6:00 a.m. the next day.

To promote the new service, United is offering double mileage points on travel between Jan. 7 and Feb. 28. Register by calling 800-930-3085.

United is also adding non-stop service between Boston and San Diego beginning April 15:

- UA Flight 217 departs Boston at 8:30 a.m. and arrives San Diego at 11:45 a.m.
- UA Flight 216 departs San Diego at 1:00 p.m. and arrives Boston at 9:10 p.m.

Tickets are now available.

## American Adds Daily Nonstop Service Between Boston and San Francisco

Effective Feb. 1, American Airlines will begin servicing Boston-San Francisco with two daily nonstops.

- AA Flight 195 departs Boston at 8:00 a.m. and arrives San Francisco at 11:40 a.m.
- AA Flight 197 departs Boston at 5:15 p.m. and arrives San Francisco at 8:52 p.m.
- AA Flight 196 departs San Francisco at 7:43 a.m. and arrives Boston at 4:03 p.m.
- AA Flight 198 departs San Francisco at 10:00 p.m. and arrives Boston at 6:33 a.m.

## Did You Know...

- **The combined state and city hotel tax rate** in Boston went from 9.7% to 12.95%, effective Jan. 1, 1998.

- **Worldwide hotel rates have increased** an average of 30% to 35% over last year's rates due to increased travel volume and the fact that demand is exceeding supply. Most Marriott hotels contacted by IDG Corporate Travel refused all solicitations by corporations for negotiated rates and were therefore not included in IDG's negotiations.

## List of IDG's Negotiated Hotel Rates Available Soon

Negotiated hotel contracts will be completed by Jan. 23 and can be found in the Lotus Notes Travel Directory on the IDGCORP server under APPS/COMM/travel.nsf and on IDG Central.

Also, the *1998 American Express Worldwide Select Hotel Guide*, which supplements IDG's negotiated program, should arrive the end of this month and will be distributed to business units. If you would like to receive a copy, please contact your local IDG Corporate Travel office on the East Coast at: 508-820-8686 or in San Francisco at: 415-267-1740.

*IDG Corporate Travel Manager Lyndsey Pomella contributes this column. She may be reached at: lyndsey_pomella@idg.com.*

**SELLING**

*continued from page 1*

**ties exist at IDG business units throughout the U.S., ranging from sales assistants to account executives to sales directors. (See http://idgcentral.com or the job opportunities database on Lotus Notes for a current list of open jobs).**

**If you know a talented individual with sales experience in high-tech publishing or trade shows who might be interested in joining IDG, send HR a copy of his/her resume. You will automatically be entered into a random drawing for a $500 American Express Gift Certificate. The drawing will be held on March 3 and announced in the next issue of *U.S. Update*. If the candidate you referred is hired, the regular Employee Referral Bonus Plan will also go into effect — provided the hiring business unit participates in that program.**

**If you have a resume of someone you think would be a good fit at IDG, please complete a Sales Resume Promotion form and attach it to the resume. Send them to Susan Brown or Anne Schneider at IDG Human Resources, Five Speen Street, Framingham, MA, 01701; fax: 508-935-4600; e-mail: susan_brown@idg.com or anne_schneider@idg.com.**

# Job Opportunities
## Monday, January 19, 1998

**London Correspondent/Bureau Chief (News Service)**
IDG's daily, international news service seeks an experienced, high-energy journalist to produce/help coordinate coverage of the European computer and communications markets from our London bureau. Specific writing and editing responsibilities will be commensurate with experience but will include covering trade shows, press conferences and other breaking news for the daily wire, as well as working with News Service correspondents in Europe and around the world to develop in-depth stories with uniquely European and global perspectives. Frequent travel will be required and fluency in more than one European language is a big plus. Ideal candidate has a broad understanding of the European IT industry, as well as an impeccable command of AP-style news writing/editing, yet the journalistic range to produce WSJ-quality analytical features. Candidate will be a technology generalist who is comfortable covering the entire IT spectrum - from hand-held computers to mainframe systems - from PC LANs to global communications networks. Strong computer skills/experience using a notebook PC in a remote computing environment also a plus. ***Location: London, England***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Senior Vice-President/Publisher (CW)**
Computerworld has an outstanding leadership opportunity for an extraordinary individual to lead all aspects of the Advertising Sales, Marketing and Research groups at this leading IT publication. As a critical member of the senior leadership team, the successful candidate will provide a strong strategic influence in ensuring our organizational goals are surpassed and in helping us shape future directions. Candidates must have had a successful career (minimum of 10 yrs) in the publishing industry with a career focus on high technology publishing, and should have had some involvement with web advertising sales. This individual must have the ability to motivate and lead teams through outstanding communication and leadership talents; thrive in a collaborative, multi-discipline company requiring teamwork across many different departments; and, must be strongly customer-centric. ***Location: Framingham, MA***
Contact: S. Perry, Fax: 508-879-3760, Phone: 508-820-8160, Email: susan_perry@cw.com

**Regional VP/Northwest & Southwest (CW)**
Computerworld has two outstanding west coast-based sales leadership opportunities for extraordinary individuals to lead the Advertising Sales teams within their respective regions. Reporting to the Publisher, your primary role will be setting and executing sales strategies and expanding our key customer relationships at this leading IT publication. Candidates must have had a successful sales career in the high technology publishing industry. These individuals must have the ability to motivate and lead teams through outstanding communication and leadership talents; thrive in a collaborative, multi-discipline company requiring teamwork across many different departments; and, must be strongly customer-centric. ***Location: Burlingame, CA***
Contact: S. Perry, Fax: 508-879-3760, Phone: 508-820-8160, Email: susan_perry@cw.com

**Sales Associate (CW)**
The selected candidate will provide multi-functional support to a District Manager responsible for display advertising sales efforts on the West Coast. Selected candidates responsibilities will include client service, sales intelligence gathering, production or graphics presentations, advertising coordination and event planning. Ideal candidate will be goal oriented, independent, extremely organized and thrives in a very fast paced environment. This individual must possess a bachelors degree, relevant experience and a strong technological aptitude. ***Location: Irvine, CA***
Contact: T. Lehane, Fax: 650 347 6371, Phone: 650 548 5532, Email: tish_lehane@cw.com

**On-Line Advertising Director (GWAN)**
This individual will direct the GWAN sales function. Responsible for managing efforts of on-line account managers, relationships with key IDG customers and IDG business units, and development of selling strategies and materials. Requires 7+ years sales experience, previous sales management experience, expertise in on-line advertising, and thorough understanding of technology category. Ability to manage a sales process across multiple constituents is essential. ***Location: San Francisco, CA***
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

**On-Line Account Manager (GWAN)**
Responsible for selling mulit-site, multi-region on-line advertising buys to small, medium and large advertisers. Requires 1-2 years advertising sales experience in technology category plus thorough understanding of on-line advertising. Previous on-line ad sales experience preferred International experience helpful. ***Location: Stamford, CT***
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

**Program Manager, Worldwide Services(IDC)**
Focused on establishing a strong comprehensive view of the worldwide services industry, this person will be responsible for managing a research program that delivers executive level views of major trends shaping the global services industry. Part of this coverage requires crafting in-depth profiles of the leading global players and determining market shares. Position will involve international travel and management of worldwide spending models. Frequent contact with the press, analysts from around the world, and senior services executives means the successful candidate will assume a high-profile position and possess excellent writing and quantitative skills. MBA graduate in finance or marketing is essential with 5 - 10 years industry experience. ***Location: Framingham, MA***
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

**Research Manager, IT Training and Education (IDC)**
This person will be responsible for managing the entire research process for IDC's IT Training and Education research practice. Responsibilities will include identifying research topics, defining research methodology, conducting/writing research, as well as providing support to clients. Ideal candidate will have at least 5 years of experience in consulting or training industry. Ability to understand and communicate trends in the IT Training and Education industry is essential. Bachelor's Degree is required (Graduate Degree preferred). ***Location: Framingham, MA***
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

**Research Analyst - PC Quarterly (IDC)**
IDC seeks a motivated analyst to assist with PC research in IDC's Latin America Group. Individual must be highly skilled with spreadsheets and macros. At least 1-2 years experience in IT industry preferred, PC experience ideal. Spanish or Portuguese fluency a must. Position will report to PC Research Manager. ***Location: Coral Gables, FL***
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

**Research Analyst - Systems, Server & Software (IDC)**
IDC seeks a motivated analyst to assist with systems, server and software research in IDC's Latin America Group. Individual must be highly skilled with spreadsheets and macros. At least 1 - 2 years experience in the IT industry is preferred, systems experience is ideal. Spanish/Portuguese fluency is a must. Position will report to Latin America Systems research manager. ***Location: Coral Gables, FL***
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

**Research Analyst - Residential Telecom (IDC/LINK)**
IDC seeks a motivated analyst to support the Residential Telecom Services Program. Must have excellent writing and customer relations skills and be able to work in a demanding, fast-paced environment. Telecommunications industry and/or knowledge of market research practices required. Must also have a working knowledge of MS Word and Excel. Bachelor's degree required, Masters degree preferred. A "can do" teamwork attitude is essential. ***Location: TBD***
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

**Administrative Assistant, PT (IDC)**
This part-time administrative position provides general administrative support for the Latin America and Asia/Pacific research groups. Responsibilities will include filing, product fulfillment, shipping, mailings, ordering office supplies, making travel arrangements, copying and faxing. Ideal candidate will maintain a professional mannerism, adaptability, and strong communication skills. Ability to work in a fast paced environment is a plus. ***Location: Mt. View, CA***
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

**HR Assistant - Corporate HR (IDG)**
Reporting to the Vice President of HR, the individual in this position is responsible for administrative support to the VP and the Corporate HR Director, as well as the administration and processing of the CHR budgets. Candidates must have excellent communication and customer service skills, be able to juggle multiple responsibilities, and function in a team-oriented environment. The ideal candidate should be proficient in both Microsoft Office applications and Quicken. Experience in a Human Resources department is a plus. ***Location: Framingham, MA***
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: anne_schneider@idg.com

**Human Resources Receptionist/Administrative Assistant (IDG)**
The individual in this position will be responsible for serving as Receptionist of the Corporate HR Department and providing administrative support to members of the HR staff as required. Duties include: faxing, filing, copying, distributing information, administrating various employee programs, maintaining stockroom inventory, providing phone coverage, producing the weekly Job Opportunities Update, and assisting with additional projects as required. Excellent customer service necessary. Must be computer literate with emphasis on MS Office for Windows. Familiarity with Human Resources procedures is helpful. **Location: Framingham, MA**
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: anne_schneider@idg.com

**PT Receptionist (IDG)**
IDG's Irvine regional sales office seeks a permanent, part-time Receptionist. In this position, you will greet visitors, clients and vendors, answer a busy switchboard, deliver/post mail and assist business units with projects. Good organizational, communication and computer skills are required. Ability to run/troubleshoot a variety of office equipment such as copiers, fax machines, Fedex Powership, and postage/mailing machines a plus. Hrs: 1:00 - 5:00 M-Fri ***Location: Irvine, CA***
Contact: J. Stevens, Fax: 714-250-4881, Phone: 714-442-4032, Email: jill_stevens@idg.com

**Advertising Coordinator (IFW)**
InfoWorld is seeking an experienced, hands-on professional to work closely with clients, agencies, and sales offices in the booking of recruitment and other advertising. Will also ship/track ad materials; maintain records and reports; and post ads on our internet website. ***Location: San Mateo, CA***
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

**Copy Editor (IFW)**
InfoWorld is seeking a Copy Editor to work with Editorial Team turning text files into publishable print and on-line pages. Candidates must have hands-on experience with QuarkXPress. Associated Press style and newsweekly knowledge is a plus. A degree in English or related field with at least one year of experience is preferred. ***Location: San Mateo, CA***
Contact: S. Barnes, Fax: 650-312-0668, Phone: 650-525-3464, Email: sara_barnes@infoworld.com

**Sales Development Representative (IMS)**
This individual will make sales calls and customer contacts primarily by phone to a specific list of advertisers. The objective is to describe IDG's publications and marketing capabilities, identifying advertisers marketing needs, develop in-depth background information and propose a prospective marketing and advertising relationships with IDG. This individual will provide rate quotations and build advertising proposals in collaborations with the IMS sales team. Position requires 2-5 years of publishing and/or advertising sales experience, preferably in the hi-tech industry. Must possess excellent communication/organization skills. ***Location: San Fran, CA***
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

**Feature Reporter (NW)**
Network World is looking for an experienced reporter to fill the position of feature reporter. The feature reporter will have free rein to cover any number of enterprise network topics for Network World's Features and Management Strategies sections. This is an opportunity to produce a range of high-profile stories, from spot analyses of major news events to long-term investigative pieces. The position requires exceptional reporting and writing skills as well as extensive knowledge of the technologies and issues that are most important to corporate network users. ***Location: Framingham, MA***
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

**Receptionist/Telecom Administrator (NW)**
Network World is looking for a full time receptionist to answer our 10-line console, direct internal and external calls, and greet visitors. Additional administrative responsibilities include maintenance of internal phone listing and booking conference room space. As Telecom administrator, responsibilities involve providing phone support, basic administration of switch and voicemail system and assistance with administrative projects. Telecom/Receptionist experience with polished professional manner is strongly desired. Strong communication skills and PC experience necessary. ***Location: Framingham, MA***
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

**Administrative Assistant (PCW)**
PCW is seeking an Administrative Assistant to perform administrative and clerical tasks for the Senior Account Manager. Responsibilities for this position include heavy clerical and administrative support such as phones, word processing, client contacts, filing, faxing and photocopying. Successful candidate will be highly organized, detail oriented, and possess excellent written, verbal communication, and strong typing skills required. Must be familiar with the IBM PC or compatible. Must be proficient in Word for Windows, possess Exel Lotus Notes expertise, and have experience with a graphics/presentation SW package. Minimum of 1 year office/clerical experience required. ***Location: Irvine, CA***
Contact: L. Zimmerer, Fax: 714-250-4881, Phone: 714-250-8081, Email: lisa_zimmerer@pcworld.com

**VP, Sales (Web Shopper)**
Executive level management of the advertising sales staff. Must have at least 5 years of technology media sales management experience, excellent track record, ability to hire, motivate and provide ongoing training to sales staff. Ability to communicate well written/orally and to participate effectively with the WebShopper management team. Extensive travel required. Web advertising experience preferred but not required. ***Location: San Francisco, CA***
Contact: D. Ezequelle, Fax: 415-975-2616, Phone: 415-267-4560, Email: david_ezequelle@webshopper.com

**Managing Editor (Web Shopper)**
Have overall responsibility for maintaining editorial content on site. Manage editorial workflow, maintain consistent editorial tone and help ensure high quality editorial. Should have enough technical depth to help ensure editorial features are relevant/valuable. Should be able to recognize industry trends and identify useful content for WebShopper buyers. Ideal candidate will have a mix of experience as an on-line executive producer, managing editor, or technical editor and have a minimum of three years copy editing or on-line production experience with one year in management. Good attention to detail and ability to maintain schedules and meet deadlines is necessary. ***Location: San Francisco, CA***
Contact: A. Eisner, Fax: 415-975-2616, Phone: 415-974-7436, Email: andrew_eisner@webshopper.com

**Staff Editor (Web Shopper)**
Design, develop, and implement new editorial features for WebShopper. Maintain, collect and process data for directories and guides. Manage freelance editors who process directory information off-site. Help generate content for newsletters and other push products. Help process and maintain article database by loading content, creating content records, and associating articles to products. Must have strong editing and writing skills. Should have technical knowledge and be able to differentiate computer products and technologies. Knowledge of the Web; HTML, copy edit background, and daily production experience a plus. ***Location: San Francisco, CA***
Contact: A. Eisner, Fax: 415-975-2616, Phone: 415-974-7436, Email: andrew_eisner@webshopper.com

**JaxScripter (Web Shopper)**
The JaxScripter will be responsible for scripting the dynamic HTML pages that form the foundation of WebShopper. Using Java as a scripting language, the JaxScripter will work with Design to integrate User Interface elements into the dynamic site. The JaxScripter should have some experience with Java, scripting languages such as JavaScript, and knowledge of HTML and Web technologies.
***Location: San Francisco, CA***
Contact: K. Freytag, Fax: 415-975-2616, Phone: 415-975-2207, Email: kurt_freytag@webshopper.com

**Places to find a complete listing of job opportunities across IDG:**

- **Lotus Notes - Job Opportunities Database**
- **IDG Central - http://idgcentral.com**
- **IDG Web Site - http://www.idg.com**
- **Job Hotline - MA: 508-935-4406   PCW/Macworld/Publish: 415-978-3100**
- **The World Update on the last Monday of every month.**

# *NW* Employees Raise $1,500 for Make-a-Wish Foundation

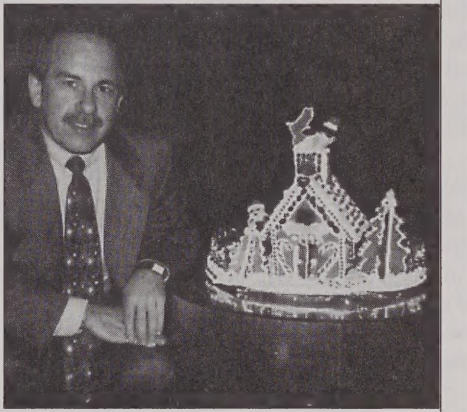
*Network World* employees raised more than $800 at their annual holiday charity breakfast and silent auction last month. The money, which will be matched by IDG for a total donation of over $1,500, will go to the Boston chapter of the Make-A-Wish Foundation, which grants wishes for chidren facing life-threatening illnesses.

Funded and prepared by the *NW*'s marketing department, the breakfast was held Dec. 12 and attended by some 70 employees who were asked to contribute $5 per person for eggs, french toast, bagels and all the fixings.

"This is one of the most highly anticipated internal events of the year for us," said **Joanne Wittren**, senior global marketing manager for *NW*. "The Make-A-Wish Foundation is a very worthwhile charity, and there's no better way to kick off the holidays." The charity breakfast always benefits a children-oriented charity; last year's recipient was the Special Olympics.

**PAUL DESMOND, JOAN BAYON-PINSKY AND *Debi Vozikis*** *prepare to dig in.*

## IMS's Jim Buckley Cooks for a Cause



**WHAT DO YOU GET WHEN YOU MIX 5** *cups of flour, 1 cup of shortening, 1 cup of sugar, 1 1/3 cups of molasses, cloves, ginger, nutmeg and cinnamon and 15 hours of work? A $200 gingerbread house. International Marketing Services Account Representative **Jim Buckley** has been making gingerbread houses as Christmas presents for his nieces and nephews for the past seven years. ("I make one for each of them and then let them decorate them. They eat as much as they decorate and go home in a sugar coma," he said. ) He brought one of his gingerbread houses in to work last month and IMS, in conjunction with Computerworld and Computer Corporation of America, held a raffle for the house and raised $200, which they donated to Childrens Hospital in Boston. Buckley ("a chef in a former life," he claimed) said he will definitely create another one, if not several, for a Christmas raffle this year. "It doesn't take ability, it takes patience," he said.*

## IDG Chicago Sales Office Gets in Gear

**THE IDG SALES** *Office in Des Plaines, Ill., went all out for the holidays, with Publish's **Dennis Mooney** extending the festive feeling all the way out to the company's parking lot! Pictured with Dennis (third from right) are (left to right): **Kathy Poppenhagen**, Solutions Integrator; **Cathy Viox**, Computerworld; **Mike Anthony**, InfoWorld; **Geri Giovanni**, IDG; **Kim Giovanni** (sporting antlers), IDG; and **Patricia Powers**, Computerworld.*

## *IW* Employees Connect with School in Tanzania

**COSMOS MATEO, PRINCIPAL OF** *Tanzania's Kibaoni Primary School, opens a package of school supplies from InfoWorld. IW's HR Manager **Sara Barnes** visited Tanzania on a Smithsonian-sponsored safari in February 1996, and one of the members of the group knew about the school and took them to visit it. "The school consists of three buildings," Barnes said. "One with brick sides and a roof, one with partial sides and no roof, and one made of sticks. All are in constant use, as so many of the village children want to go to school. The students desperately needed basic supplies. **Donnie Burke** [of IDG Conference Management] and I put together some things from InfoWorld" — logo backpacks, t-shirts, paper, rulers, pens and pencils — "and sent them off. Six months later we got this photo along with a note saying, "Students are very much enjoying your gift and so many things they are not forget you."*

• FOR SALE • FOR RENT • BIRTHS • MARRIAGES • PEN PALS • HOUSE EXCHANGES • FOR SALE • FOR RENT •

HOUSE EXCHANGES

# IDG WORLD UPDATE's MARKETPLACE

BIRTHS

• PEN PALS • MARRIAGES • BIRTHS • FOR RENT • FOR SALE • HOUSE EXCHANGES • PEN PALS • MARRIAGES •

## FOR SALE

• **1996 Honda Accord EX V6**. Four-door sedan, metallic beige (Heather Mist). 25,000 miles and still under warranty. Loaded. 170-HP V6 engine, ABS, leather interior, radio/cassette player, power adjustable driver's seat, power moonroof, alloy wheels, wood interior trim. No accidents, no dents, no scratches. All scheduled maintenance performed, no mechanical problems. Sweet ride; forced to sell. Asking $19,500.

- Christopher Koch, 508-935-4729; ckoch@CIO.com.

• **Armoire**. Gorgeous Southwestern/country-style entertainment armoire. Caramel-colored, very rustic. Unique form, must be seen. Lots of room with two huge doors. 1 1/2 years young. Paid $2,500 (have Macy's receipt), asking $1,500.

- Stephanie Legelis, CIO, 508-935-4433; slegelis@cio.com

• **Atomic ATC Premiere 198-cm skis**. New/unused. Salomon 850S binding. Excellent all-mountain ski (bumps, powder, crud, etc.) Rated by *Ski* magazine as "remarkably easy to turn in almost all conditions, good stability in long turns." High-quality, Austrian-made cap ski with wood core. $200.

- Joe Rigoli, Computerworld, 508-628-4839; joseph_rigoli@cw.com

• **Canon Z115 35mm camera**. Point and shoot, looking to upgrade. Retails for $270, asking $190.

- Agnes Vanek, Federal Computer Week, 703-876-5087; agnes@fcw.com

• **Furniture.** Teak dining room table and four chairs. Chairs upholstered in neutral color. $500. Armoire-style entertainment center. Pine with whitewashed exterior. 78-in. high. Subtle stencil on doors and sides. Fits TV up to 28-in. $500. Slate blue loveseat. $150. Unfinished oak computer desk with hutch. $300. All in excellent condition.

- Cheryl Asselin, CIO, 508-935-4740; casselin@cio.com

## HOMES FOR SALE

Home for sale in Wellesley, Mass. Small home in area of larger homes. Ideal location. Private, level, 18,500 square foot lot with definite expansion potential. Move-in condition. $255,000.

- Roxanne Cartwright, 617-275-1800, ext. 6413

## PEN PALS

The son of *Computerworld* editor **Julia King** is seeking a pen pal. Peter King Maynard is 10 years old. He's interested in computers, the Internet, books, sports and espionage. He's also an Animorphs fan. Contact Peter at julia_king@cw.com

The daughters of general manager of IDG Venezuela **Peter Cernik** are both interested in pen pals. Daniela, 15, enjoys music, parties, pizza and books. Patricia, 13, likes music, pizza, books and art. Both girls have their own e-mail addresses and would enjoy chatting on the Web or mail correspondence. Contact Peter at cernik@cwv.com.ve, tel:58-2-9527427, fax: 58-2-9533950 for the e-mail or mail addresses.

## BIRTHS

**Marc Ferranti**, New York bureau chief for the IDG News Service, and his wife Toni are the proud parents of their third child, Michael Gerard Ferranti. Michael was born on Jan. 4 and weighed 7 lbs. 13 oz.

*Computerworld*'s **Stewart Deck** and his wife Bess welcomed their first child Jacob Henry Deck into the world on Jan. 3. Jacob weighed just under 8 pounds and was 20 inches long.

InfoWorld Electric's **Gina Salaices Ney** and husband Richard welcomed their first child, Michael Edward, on Dec. 1. Gramma Tony May, of the IDC West Library, most unbiasedly notes, " He's beautiful!"

IDC Research Analyst **Richard Dean** and his wife Jean Johnson celebrated the arrival of two sons, Ryan James and Kyle Martin, on Jan. 10. Ryan, weighing in at 4 lbs. 12 oz., was first on the scene followed quickly by Kyle, his "big" brother, who weighed in at 4 lbs. 14 oz.

### SEND IN YOUR ADS BY FEBRUARY 10 FOR THE FEBRUARY 16 ISSUE

**Please include your name, business unit, telephone and e-mail address, if possible. Send information to be posted in Marketplace to *IDG World Update* at fax: 617-423-0712 or via e-mail at world_update@idg.com.**

**Don't forget! As they arrive, Marketplace ads are posted on the Marketplace section of *IDG World Update Online*.**

# ComNet/ICE Shanghai Provides 'Window for Reform'

Internet commerce is on the Shanghai Express — especially in the People's Republic of China. Held Nov. 10-13, ComNet/ICE Shanghai '97 — organized by the Shanghai Infoport Office, China Computer Federation, Shanghai Computer Society, and IDG World Expo (Asia) Ltd. — drew tremendous publicity and media coverage, not to mention 50,000 attendees.

ComNet/Shanghai '97 "is the window for Shanghai's reform and international cooperation and exchange," said Chen Liangyu, deputy party secretary and executive vice mayor of Shanghai.

Chen also spoke on the economic direction the Shanghai municipal government intends to take. It will involve the development of the city's three "ports" — Pudong International Airport, the International Shipping Centre and the Shanghai Infoport. The Infoport, a citywide high-speed, high-capacity information and service network, was a development focus of ComNet/ICE, as it is expected to boost Shanghai's economy and international standing by "consolidating global technologies," Chen said.

Show highlights included eight special-application pavilions, focusing on banking, telecommunications, e-commerce, and government and corporate applications, among others. Axis Communications' Cyber Exhibition offered the show on the Internet via 10 NetEye 200 cameras installed in different locations throughout the exhibition halls, giving Internet "attendees" various views of the show. Flesh-and-blood attendees carried magnetic registration cards, which allowed organizers and exhibitors to verify attendees' profiles and add them to their databases for future use.

**HUGO SHONG, MANAGING DIRECTOR OF IDG ASIA,** *(second from left) joins other executives and government leaders at ComNet/ICE Shanghai.*

A concurrent ComNet/ICE Shanghai Conference was sponsored by IBM, Digital Equipment Corp. and Hewlett-Packard Co. Xia Zhongrui, director of Shanghai Infoport Office gave the keynote address on "Shanghai Infoport Project Outlook." Other speakers were drawn from Netscape, GTE, Informix and the sponsoring firms. The conference alone drew more than 4,000 attendees.

The show received positive responses from both visitors and exhibitors. World Expo's exhibitor survey indicates that about 13% of last year's exhibitors will definitely participate this year and 87% probably will. The '98 Shanghai show will be held this October. ICE shows are also being held this year in Hong Kong, Tokyo, Singapore and Manila.

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## IMAGE CAMPAIGN

*continued from page 1*

President **Peter Horan**. "It also reminds media and marketing decision makers of IDG's position as the most experienced and trusted source of information on information technology."

Ads with the new corporate marketing theme appear this week in *Advertising Age* and *Adweek*, in the February issues of *Marketing Computers* and *Business Marketing*, and in several IDG publications including *Computerworld*, *InfoWorld* and *Network World*. The theme will also appear in presentations made by IMS' directors of national accounts to IDG's major advertisers and in IDG brochures, trade show promotions and other materials.

The first ad in the campaign features a baby's face next to graphics depicting IDG products and IT images. It reminds readers of IDG's long history and that "When the information age was born, we delivered the birth announcement." Large-type numbers quantify IDG's resources and influence (285 publications, 508 book titles, 90 million IT buyers, etc.). The three other ads will follow later in the year highlighting IDG's extensive resources, enterprise strength and unmatched ability to support IT marketers worldwide.

While the initial push of the campaign is in the U.S., IMS is in the process of evaluating advertising and marketing publications in England, as the U.K. media community influences IT firms' pan-European campaigns.

### Answers on the Web

While it was created to coincide with the image campaign, the interactive Web component will be a long-term part of the IDG corporate Web site. The "Answers" section offers IT marketers complete information on developing global, integrated marketing programs.

"This section of the IDG site will very clearly link the statements made in our marketing to more detailed presentations of IDG's resources," explained Horan. "It will enable customers to learn progressively more about our publications, research programs, trade shows, books and Web sites, and then determine which resources will best answer their needs."

The success of the campaign will be measured primarily by the annual IDG Image Survey, which tests whether IDG has the dominant share of mind among the people who make marketing decisions and whether those people understand the contributions that IDG can make to their marketing programs.

*For more information about the image campaign, contact Peter Horan at peter_horan@idg.com.*

# NOTEWORTHY

## PROMOTIONS

IDG WORLD UPDATE

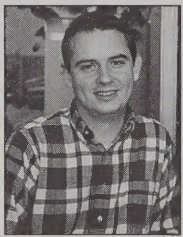
DIMATTEO

*PC World*'s **Ellen DiMatteo** was recently promoted from senior promotion manager to subscription director. In the nine years she's been with the magazine, "she has grown into a key member of the circulation team and has made many valuable contributions in the marketing of our subscriptions," said **Shawne Pecar**, vice president/circulation. "All of her hard work and dedication has helped *PC World* become the largest circulated monthly computer magazine."

IDG WORLD UPDATE

STEPHENSON

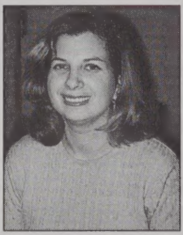
In another *PC World* promotion, **Cheryl Stephenson** moves up from single copy sales manager to single copy sales director. "Cheryl has worked with much dedication in growing our newsstand sales, while aggressively increasing our cover price," Pecar noted. Her hard work has paid off with *PC World* [having] the highest single-copy sales in our competitive set, surpassing *PC Magazine* and *PC/Computing* for the first time in our history."


IDG WORLD UPDATE

McCARTHY

Lastly, Circulation Promotion Manager **Richard McCarthy** is now senior promotion manager in *PC World*'s circulation department. In his three years at *PC World*, "he has successfully pioneered new subscription sources for *PC World*, most notably subscriptions generated from online sources, electronic 'card-in-the box' programs and television," said Subscription Director DiMatteo. "Rich has increased subscription orders from insert cards in the magazine, while at the same time increasing subscription prices. He has also played an integral role in developing the high-quality premiums we use in our subscription marketing."

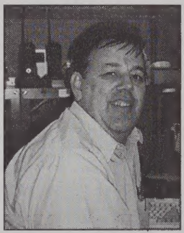
## NEW EMPLOYEES


IDG WORLD UPDATE

GARFUNKEL

**Dana Garfunkel** has signed on as IDG's Boston-based public relations assistant. Among her other new responsibilities, Dana posts all IDG business unit press releases on IDG.com and IDG Central. She is also the person to contact for updated IDG Corporate Profiles or IDG boilerplates for use in press releases. She has a B.A. in communications from Rutgers University and recently earned an M.S. in mass communications from Boston University. Dana enjoys sports, warm-weather activities and going to the theater.

After 12 years on the mommy track as a free-lance writer for *Computerworld* and other publications, **Kathleen Melymuka** joins *CW* full time as a senior editor, management. She has previously been copy chief for both *PC Week* and *Digital Review* and a copy editor at the *Boston Herald-American*. She earned a B.A. in American history from Trinity College in Washington, D.C. Outside the office she finds time for her two children, her golden retriever, studying the history of Duxbury, Mass., and editing a book on project management.


IDG WORLD UPDATE

VANERWEGEN

**Larry Vanerwegen** comes to *PC World* as an information systems specialist from Credit Reports, Inc., where he worked as a programmer/analyst. A self-proclaimed computer nerd, he has a general education degree from Chabot College in Hayward, Calif.

**Lisa McCoy** has come aboard as IDC's new client service representative. Previously a senior account coordinator for David Wilson Associates, Lisa holds a B.A. in English from Providence College. Outside the office, she pursues her interest in kick boxing.

IDG WORLD UPDATE

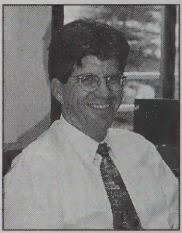
ORBEGOZO

**Gloria Orbegozo** leaves Upside Media, which publishes a business and technology magazine for high-tech professionals, to be *PC Games*' production manager. She has a B.A. from San Francisco State University and in her spare time takes fine arts classes and searches for treasures at yard sales and flea markets.

## TRANSFERS

**Jolene Springfield**, formerly a sales assistant with *Network World*, has accepted a position with Network World Fusion as an ad operations specialist. "Jolene's organizational skills, operations experience, and skill at handling multiple customer service requests make her a perfect candidate for this role," said Senior District Manager **Donna Pomponi**. "It will be a great asset to have her experience and knowledge about Network World's sales operations and her familiarity with clients in a new department."

## RETURNING EMPLOYEES


IDG WORLD UPDATE

DRACE

**Steven Drace** is IDG.net's new vice president of business development, coming from Berkeley Systems where he was VP of Internet sales and marketing. Just before that job, he worked on Internet business development at IDG Marketing Services. Steve earned a B.A. in psychology from the University of Missouri and an M.B.A in marketing from the American Graduate School of International Management in Phoenix, Ariz. Outside the office he enjoys biking.

### WHO'S NEW?

*All business units worlwide are welcome to send information and photos for the Noteworthy section to: world_ update@idg.com.*

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

### TWENTY-SIX YEARS
Joe Levy - CIO

### TWENTY-THREE YEARS
Dieter Eckbauer - IDG Germany

### TWENTY-ONE YEARS
Maureen Burke - Computerworld

### NINETEEN YEARS
Josef Lohner - IDG Germany

### EIGHTEEN YEARS
Max Jaeger - IDG Australia
Klemens Paunert - IDG Germany

### SEVENTEEN YEARS
R. Moreno Acosta - IDG Mexico

### SIXTEEN YEARS
B. Weeser-Krell - IDG Germany

### FIFTEEN YEARS
Joan Daly - FCW
Juanita Clark - IDC

### FOURTEEN YEARS
Barbara Sands - Computerworld
Pauline Smith - Computerworld
Lee Doyle - IDC
Mark Winther- IDC
Maria Grazia Rovati - IDG Italy

### THIRTEEN YEARS
Maureen Rondeau - IMS
Donald Young - IDG
Michael McShane - InfoWorld
Audrey Abbott - Computerworld
Nancy Percival - Computerworld
Rebecca Segal - IDC
Tone Wolmersen - IDG Norway

### TWELVE YEARS
Shelly Ginenthal - IDG
Elisabeth Deroff - IDG France
Lorraine Witzell - CW
Brad Thorpe - IDC

### ELEVEN YEARS
Anne Armstrong - FCW
Vincent Half - IDG Netherlands
Jean Bozman - IDC
Rosane Serro - IDG Brazil

### TEN YEARS
Christina Guio - InfoWorld
Dorothy Rosenthal - IDC
Mary Wardley - IDC
Michelle LaJeunesse - IDC
Alan Farias - IDC
David Beyon - IDG Australia
E. Schönberger - IDG Germany
Ulrike Pape - IDG Germany

### NINE YEARS
Miriam Karlin - IDG
Dorothy Cronin - IDG
Amy Hanania - IDG
Ken Fuller - IDG
Rose Zeno - IDG
David Emberley - IDC
Denise Elkins - IDG Australia
Sonja Lack - IDG Germany

### EIGHT YEARS
Lillian Richard - IDG
Roderick Chapin - InfoWorld
Benjamin Barbante - InfoWorld
Scott McLarnon - IDC
Marsha Rosenthal - IDC
Amanda Patrick - IDG Australia

### SEVEN YEARS
David Cobb - PC World
Mark Hanson - IDG
Rebecca Sykes - IPS
Karen Caponetti - IDG
Eos de Feminis - Mac Publishing
Kelli Flanagan - InfoWorld
Marc Calvanico - InfoWorld
Petr Kubat - IDG Czechoslovakia
Gary Koch - IDC Singapore
Jennifer Schlee - IDG Germany
Claudia Völk - IDG Germany
Arne Uppheim - IDG Norway

### FIVE YEARS
Beata Jankowska - IDG Poland
Agnes Vanek - FCW
Deborah Temple - IDG
Erika Bauer - Publish
Michael Vizard - InfoWorld
Raimon Gort - IDG Netherlands
Esmeralda Swartz - IDC
Barbara Kitzis - IDC
Felix Gonsalves - IDC
Eric Prothero - IDC
Andrea Trigila - IDG Argentina
Ursula Grimm - IDG Germany
Magne Lein - IDG Norway
Espen Hult - IDG Norway

### FOUR YEARS
Cathy Garland - IDG
Julie Dunn - InfoWorld
Phil Branon - InfoWorld
Pauline Nieuwhof - IDG Nether.
Fred Driessen - IDG Netherlands
Joe Mola - Computerworld
Judith Gordon - IDC
Iain Gillott - IDC
Stanislav Buzek - IDG Czech.
Garielle Wheeler - IDG Australia
Junaidi Aris - IDC Indonesia
Bernd Fenske - IDG Germany
A. Kirchmeier - IDG Germany
Pia Tryland - IDG Norway
Odd Tømmervold - IDG Norway
Inge Henriksen - IDG Norway

### THREE YEARS
Chrissie Selfridge - PC World
Stan Erhart - PC World
Susan Wunderlich - FCW
Sally Shrout - IDG
Diane Ryczek-Rae - IMS
Robert Gleason - IDG
Patricia Reilly - IDG
Gloria Gonzales - IMS
Anita Epler - Mac Publishing
Scott Morgan - InfoWorld
Julia Carreon - InfoWorld
Paul Krill - InfoWorld
Elizabeth Donohue - CW
Carla Catalano - Computerworld
David Waugh - Computerworld
Milford Sprecher - IDC
Dorothy Allen - IDC
Ann Meleney - IDC
Elizabeth Baptiste - IDC
Stephanie Kreitner - IDC
John-Marc Clark - IDC
Anders Løvøy - IDG Norway
Einar Bordewich - IDG Norway

### TWO YEARS
Declan Fox - PC World
Kathy McKay - PC World
Lisa Jayne Kerber - CIO
Perry Glasser - CIO
Molly Edgett - IMS
Leonard Ganz - CIO
Lucy Cooley - FCW
Diane Shargabian - ETS
David Roegiers - ETS
Reynald Fleychaux - IDG France
Jasmin Araneta - Mac Publishing
Juliana Nelson - IDC
Carmen Matheson - IDC
Sara Lake - IDC
Elizabeth Smith - CW
Akira Minamikawa - IDC Japan
Mario di Meola - IDG Germany
Christine Kohn - IDG Germany
Sabine Prehl - IDG Germany
Bruno Völk - IDG Germany
Claudia Pielen - IDG Germany

### ONE YEAR
Paul Heltzel - PC World
Tobias Hartin - PC World
Jennifer Darnell - PC World
Susan Watson - CIO
Timothy Leonard - CIO
Elba Intriago-Anzardo - IMS
Heather Beauton - CIO
Alicia Moran - ETS
Jennifer Aloi - Web Publishing
Maximo Zeledon - IMS
Janis Crowley - InfoWorld
Michael Torcellini - InfoWorld
Jacco Drabbe - IDG Netherlands
Koray Aksu - IDG Turkey
Samantha Ritchie - IDG U.K.
Karen Beasley - Computerworld
Sharon Machlis - Computerworld
Wylie Wong - Computerworld
Keith Shaw - Computerworld
Sean Preston - IDC
Victoria Mattison - IDC
Patricia Freeman - IDC
Jeffrey Kinz - IDC
Abner Germanow - IDC
Heather Fiddes - IDC
Linda Young - IDC
Molly Furzer - IDG Australia
Carlos Cid - IDG Spain
Carlos Heredia - IDG Spain
Oliver Neuman - IDG Germany
Andreas Frenzel - IDG Germany
Anja Kellner - IDG Germany
Raoul Haagen - IDG Germany
Nina Løfgren - IDG Norway

## CELEBRATING 10

# Molly Leung

**HOME:** Hong Kong

**JOINED IDG:** In August 1987 as a sales representive.

**CURRENT TITLE:** Sales manager

**BEST PART OF YOUR JOB:** Making client presentations.

**WHAT'S KEPT YOU AT IDG FOR 10 YEARS?** Every day is a last day in my mind. I always try to do my best in that day.

**INTERESTS OUTSIDE THE OFFICE:** I like reading, hiking and fishing, going to movies and reading Chinese novels.

**DREAM DESTINATION:** I would like to travel the world.

**FANTASY JOB:** I would like to do volunteer work in various charity programs.

**FIRST JOB:** Accounts clerk in the accounting department of a trading company.

**BEST BOOK READ IN THE PAST YEAR?** *Touching Letters*, by Chinese author San Mao.

**YOUR IDEA OF A PERFECT WEEKEND?** Going to Sai Kung with friends for walks in the country.

**ONE THING YOU'D GRAB IF YOUR HOUSE WERE ON FIRE:** My cat, as she's quite old and doesn't have a good sense of direction.

**IDG CHAIRMAN PAT McGOVERN ESCORTS IDG HONG KONG'S** ***Molly Leung*** *to lunch at Hong Kong's Mandarin Grill Room in honor of her 10 years of service to the company.*

**IF YOU WON THE LOTTERY TOMORROW, YOU WOULD:** Build a home for unwanted animals so that they don't have to be destroyed. And, of course, buy or build one for myself too!

**MANAGER'S PROFILE:** "Molly is responsible and willing to accept challenges with enthusiasm. She offers an outstanding level of services to her customers."
- ***Vera Chan**, associate publisher, Computerworld Hong Kong*

IDG WORLD UPDATE

**PUBLISHER**
**David F. Hill**
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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 80 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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# IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

## NW, IDC Team Up to Deliver Technology Reports

### Network World Decision Support Series provides insight and perspective on technology issues most relevant to enterprise network decision makers

Network World and IDC have joined forces to deliver a new series of technology reports, the Network World Decision Support Series.

The comprehensive series covers topics most relevant to enterprise network decision makers and is designed to yield practical and informative advice.

The premier report, "Using the Internet as the Corporate Virtual Private Network," evaluates the bandwidth charges and management costs of an Internet-based corporate backbone, as they compare to traditional wide-area network solutions of private lines and frame relay.

"Network World surrounds readers with a wide range of information services," said **Bill Reinstein**, senior vice president at Network World. "Like our newsweekly, Network World Fusion,

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## *CW Polska* Sponsors Nation's First User Awards

**IDG POLAND GENERAL MANAGER KAZIMIERZ SZOT (TOP, LEFT) AND CW POLAND** *Editor* ***Przemysaw Gamdzyk*** *stand (very) tall with staff and award winners. From left:* ***Marta Pilczuk****, Computerworld Polska sales department;* ***Wojciech Raducha****, CW Polska editor-in-chief;* ***Magda Prugar****, assistant to IDG Poland general manager;* ***Iwona D. Bartczak****, CW Polska editor;* ***Agnieszka Cybulska****, marketing manager; Krzysztof Stanczuk, judge;* ***Jerzy Krupinski****, CW Polska managing editor; Adam Grabowski, IT manager for Swedwood Poland (one of the award winners);* ***Magda Falkiewicz****, marketing assistant, CW Polska;* ***Monika Mielczarczyk****, marketing specialist, CW Polska;* ***Barbara Jakubiak****, CW Polska administration; Marian Kura, judge.*

The brightest stars in Poland's IT user community earned national recognition in their country late last year thanks to *Computerworld Polska*'s new awards program.

The IT Leader Awards honors business achievements through the advanced use of information technology in Polish firms and organizations. Awards were granted in five categories: industry, finance and banking, trade and services, administration and nonprofit public organizations.

Based on their extensive industry knowledge, *Computerworld Polska* staff

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## IN BRIEF

# Patrick McGovern Named Business Publisher of the Year

IDG Chairman **Pat McGovern** has been named, “Business Publisher of the Year” for 1997 by *The Delaney Report*, a leading international marketing and media report. This marks the second time McGovern has been honored by the publication, winning “Business Publishing Executive of the Year” in 1994.

President and Publisher Thomas F. Delaney praised McGovern for his “steadfast attention to the changing needs of the marketplace and his management leadership, earning him the respect and admiration of his peers.” Delaney also cited McGovern for “sound leadership and vision,” and for “maintaining an aggressive growth plan, involving domestic and international development.”

As part of its annual Marketing and Media Awards issue (Jan. 12), *The Delaney Report* singles out the publishing executive who has contributed the most to business publishing over the past year. Honorees are chosen according to their corporate performance, personal talent, and overall impact on the marketplace. *The Delaney Report* also recognizes executives in corporate, magazine and newspaper publishing, and in the broadcast and cable industries, as well as in advertising and marketing.

“This recognition comes just as IDG has completed the most successful year in our 33-year history, “McGovern said. “The credit for that success really belongs to the gifted executives and teams who run IDG’s business units in more than 75 countries.”

# *PC World*’s Top 100 Makes Headlines in *USA Today*

TechExtra! TechExtra! Read all about it! *PC World*, the world’s largest monthly computer publication, has partnered with *USA Today*, the U.S.’ biggest newspaper, to produce “TechExtra,” a weekly consumer technology section. Every Wednesday the paper runs a Top 10 product list culled from *PCW*’s Top 100 listings, which include business and home PCs, notebook systems, monitors, printers and modems.

*USA Today*’s estimated circulation of 2.2 million reaches an average audience of 5.2 million U.S. readers, exposing them to the *PCW* brand name and editorial. “Our partnership with *USA Today* not only brings tremendous exposure to the products recommended in the Top 100, but it also heightens the awareness and stature of *PC World* in the marketplace,” said **Rich Marino**, president and CEO of PC World Communications. “Our presence in *USA Today* increases [our] share of mind among consumers in the market for PC products, which can only result in increased traffic back to the magazine.”

“When we were planning this new section, we wanted to include an authoritative and timely guide to the best products every week for our readers,” noted *USA Today* “TechExtra” editor Bruce Schwartz. “The Top 100 works well within our format, and because a variety of products is tested and the results regularly updated, we can keep the information fresh for our readers.”

“This is something that Lee Doyle, my predecessor, had been working on for years,” said **Amy Dalton**, *PCW* PR specialist.

“*USA Today* expanded its tech coverage, and now they have space for something like this. We’re planning to add photos to it in the near future, and PC World Online is planning to link its site to *USA Today*’s and vice versa. This will be great exposure since the *USA Today* site is in the top five in the U.S. as far as daily hits,” Dalton added.

# Germany’s IDG Magazine Tops All-time High

For the first time in its history, IDG Magazine Verlag in Germany surpassed 10 million deutsche marks (exactly 10.5 million DM) in revenue in a single month. Its previous high was 5.3 million deutsche marks in January 1997.

The Munich-based business unit set its record in December 1997. The primary reasons for the group’s achievement, according to Managing Director **York von Heimburg**, were twofold: the launch of *GameStar*, a *PC-Games*-style magazine, (sold circulation 201,000 copies) and the extremely successful Macworld & Publishing Expo in Düsseldorf. The business unit’s other magazines, *PC Welt* and *Macwelt,* delivered a high amount of revenue, as well.

For the total company the revenue increased vs. the previous year by 144% and vis-a-vis the entire budget by 21.4%.

The major increases were from the Macworld & Publishing Expo (plan: 3.075 million DM; actual: 4.14 million DM).

“We reached this milestone thanks to our fabulous team and our daily focus on readers’ needs,” von Heimburg said. “Achieving our highest revenue ever won’t make us rest, but rather will make us work harder toward new goals.”

## ON LINE

**PER ANDERSON**

*The managing director of IDC Scandinavia is this week's columnist.*

### IDC SCANDINAVIA AT-A-GLANCE

- **Year office established:** 1981
- **Location:** Copenhagen
- **No. of employees:** 29
- **Research programs:** Personal Systems, Peripherals, Internet/ Intranet, Telecommunications, IT Services, Commercial Systems and Servers.

In addition, the office is home to four **European Expertise Centers:** European Internet, European Packaged Software, European Unix and Server Operating Environments, and European Workstations.

- **Office's most recent accomplishment:** Making FY1997 the most successful year ever, beating all plans for bookings, revenues and profit.

**Q What has been your career path at IDC Scandinavia, and what has the transition been like?**

**A** I joined IDC in 1990 as Nordic Unix analyst and was promoted in 1991 to European Unix Director. I've been the managing director of IDC Scandinavia since 1996.

Becoming the country manager of IDC Scandinavia was great fun because of the many new challenges that were facing the company. One of the challenges was a major reorganization. Over a period of six months we hired nine new people (out of 29), while others were moved to new positions; we turned the organization totally around. Establishing a new sales and marketing team together with fully committed and dedicated staff was behind the financial turnaround that we experienced last year.

Working in an understaffed organization while at the same time locating, hiring and training so many new people was a major task that is nice to look back on — now that it is over!

Another challenge was to establish a new, common vision at IDC Scandinavia and where we are heading in the context of the overall IDC vision and strategies. All staff attended an off-site brainstorming meeting where we had the positive experience that we basically shared the same vision for IDC, although it had not been articulated before.

On a personal level the new job has meant some major changes in my work, but I still keep my ties back to the research side by being project manager on some of our major custom research projects. One of the new responsibilities that I enjoy is human resource management, which I have missed since I left my previous job as a manager of 25 people.

**How do the offices of IDC Scandinavia operate and interact?**

IDC Scandinavia A/S is IDC's head office in the Nordic region. The company has employees in three of the four Nordic countries with most of our staff being located in Copenhagen, Denmark. In addition to this, there is an affiliate office in Sweden and employees in Norway. All of these are integral parts of IDC Scandinavia A/S.

Finland is special, as the operation there is an independent company working as a distributor for IDC Scandinavia.

In the Nordic region we are moving from having four independent offices to a more integrated Nordic organization; very much the same as IDC worldwide is moving to more integrated research and sales organizations. As of October 1997 the first steps were taken with the change of Norway from an agency to a true part of IDC Scandinavia and the establishment of a Nordic Sales and Marketing organization, a Nordic Consulting Group, and a Nordic Interactive Services and Products group.

Research has been integrated on a Nordic level for several years, and we are operating our own Nordic expertise centers (e.g., Sweden is doing research in telecommunications for all Nordic countries, Finland for IT services research, and Denmark for commercial systems and servers). This way we leverage our Nordic markets and organization.

**What is your competition in the region and how does your company fit in?**

Market research competition in the Nordic region varies a great deal from country to country. IDC Scandinavia is very strong in Denmark with a high market share, partly due to the fact that there are no local competitors. The strongest competitor here, as in the other countries, is Gartner/Dataquest, which is very strong although it only has a sales organization without local research.

The situation in Sweden is more diverse with a number of strong, local players providing market research. The same is true in Finland, where Gartner/Dataquest is represented through a very strong local company, Market Visio, that has its own activities and also sells Gartner/DQ products.

Recently, we got a new competitor in Scandinavia as Giga Group hired Edward O'Hara, the former manager of IDC Scandinavia, to set up a new Nordic organization. He will not be a strong competitor, as Giga primarily is targeting the end-user customer base.

*Part 2 of Per Anderson's column will appear Feb. 2.*

## NETWORK WORLD

*continued from page 1*

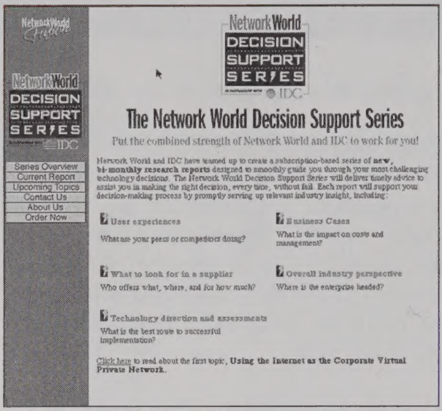
our technical seminars and everything we produce, the Network World Decision Support Series is designed to help the Network IS professional cut through the industry hype and make better purchasing decisions. The Decision Support Series is another tool to help them better decide how, when and where to use services and technologies to best support their enterprise networking strategies," Reinstein said.

### Senior-level authors

IDC is responsible for developing and delivering the research, which is being authored by various senior-level analysts. Network World is helping to guide topic selection as well as handling all marketing and sales of the reports, which are being targeted primarily to Network World customers.

According to IDC Senior Vice President **David Vellante**, this project aims to dramatically increase IDC's ability to provide research and advice to IS organizations within companies.

"IDC has assembled its most senior networking analysts to provide actionable advice for network IS professionals," Vellante said. "By combining the expertise of hundreds of analysts around the world with our unique collaborative research approach we aim to dramatically enhance the information available for making enterprise networking decisions."



The Network World Decision Support Series

Put the combined strength of Network World and IDC to work for you!

Network World and IDC have teamed up to create a subscription-based series of **new, bi-monthly research reports** designed to smoothly guide you through your most challenging technology decisions. The Network World Decision Support Series will deliver timely advice to assist you in making the right decision, every time, without fail. Each report will support your decision-making process by promptly serving up relevant industry insight, including:

User experiences
What are your peers or competitors doing?

Business Cases
What is the impact on costs and management?

What to look for in a supplier
Who offers what, where, and for how much?

Overall industry perspective
Where is the enterprise headed?

Technology direction and assessments
What is the best route to successful implementation?

Click here to read about the first topic, **Using the Internet as the Corporate Virtual Private Network.**

The Network World Decision Support Series includes the results of IDC's research with leading end-user organizations and proprietary IDC cost models, developed in collaboration with major corporations around the world.

Each report will provide users with relevant industry insight, including: user experiences; business cases; what to look for in a supplier; overall industry perspective; and technology direction, assessments and implementation.

IDC is currently working with several other U.S. publishing units to develop similar offerings for their readers.

### Pricing and availability

The Network World Decision Support Series is available now, and for a limited time, *Network World* readers can order the series for $1,995. The annual series includes six technology reports, delivered bimonthly. Upcoming reports include:

- The New LAN Backbone - A Technology Roadmap (March 1998).
- Frame Relay Directions - A Service and Technology Roadmap (May, 1998).

Subscribers to the Network World Decision Support Series will also receive additional benefits, including tele-briefings and monthly briefs.

For more information, contact **Pete Halliday**, product manager at Network World, at tel: 508-820-7417 or e-mail: peteh@nww.com, or visit http://www.nwfusion.com/research.

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## CW POLSKA

*continued from page 1*

invited a select number of companies and organizations to complete a questionnaire describing their creative and effective implementation of IT. A panel consisting of *CW Polska*'s editor-in-chief, a consultant and a university scientist selected the winners.

"Our aim was to present creative and unquestionable examples of successful and effective IS applications in different spheres of the Polish economy," said IDG Poland General Manager **Kazimierz Szot**. "We realized that such success was possible only though hard work of true IT professionals. We organized this awards program because we felt that those people should be publicly praised and honored for their courage, wisdom and persistence."

The gala awards ceremony, held Nov. 20 at a beautiful 18th-century palace in Warsaw, drew close to 300 people. It reflected *CW Polska*'s ability — unequaled in the local market — to connect the IT industry with IT users.

Both audiences were very enthusiastic about the *Computerworld* initiative. Users welcomed the opportunity to have their professionalism featured prominently, and advertisers enjoyed the chance to mix with present and potential high-level clients.

**THE USER AWARDS DREW** *substantial coverage from Poland's main television news program and other major media.*

IDG Poland's New Media Department impressed the gathering with state-of-the-art animations and films profiling the award winners.

Each of the awards categories — and the ceremony's opening presentation — began with a six- to 12- second animated clip that incorporated an interesting mix of graphics, film and music. A two-and-a-half-minute film showing the award winner at work followed each clip.

Two prominent Polish government officials lent their support to the awards program. The chairman of the Polish Parliament, Maciej Plazynski, attended the ceremony. The deputy prime minister and author of economic reforms in Poland, Leszek Balcerowicz, wrote a letter of congratulations to all winners and to *CW Polska.*

Poland's two main television news stations included segments on the awards ceremony, and a large number of other mass media outlets also covered the event.

IDG Poland had immediate positive feedback about the first IT Leader Award ceremony and will likely make it an annual event.

IDG
INTERNATIONAL DATA GROUP

# Job Opportunities
## Monday, January 26, 1998

**Sales Associate (CHSG)**
Solutions Integrator is seeking a Sales Associate who will provide support in our Irvine, CA, office for a Regional Sales Manager. Working as part of a team, you maintain sales/prospect databases, analysis on the competition, provide strong customer service to clients, prepare presentations, and assist the Regional Sales Manager. In this fast-paced competitive environment, an ability to work independently as well as part of a team are important. Must be detail oriented and organized. Computer skills: Lotus Notes, Word, Excel, and Powerpoint are necessary. ***Location: Irvine, CA***
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

**West Coast Bureau Chief (CW)**
This bureau management position includes direct supervision of west coast reporters, significant assignment and editing responsibilities in both news and section and some writing. The bureau chief must play an active role in recruiting and screening West Coast job candidates, and in representing Computerworld management at a variety of industry events such as Editors' Days, press conferences and trade shows. The person in this position will be responsible for discussing, assigning and shaping stories and art/graphics with writers each week -- always in coordination with the News and Section Editors. This job will call for frequent contact and communication with the home office, as the bureau chief must be a visible contributor to the news/section logs and a participant in the weekly news meetings. Requirements include strong editing skills, demonstrated knowledge and understanding of the computer industry and IS professionals, solid communication and organizational skills, and the ability to juggle multiple tasks. Previous management experience is a plus. ***Location: Burlingame, CA***
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Account Executive, Careers (CW)**
The selected candidate will be responsible for successful prospecting, presentation and sale of recruitment advertising space to corporate/government clients in a given geographic territory, primarily by telephone selling. Candidates should have the ability to work with a highly interactive team process to achieve maximum results and the ability to manage the process of inside selling, including periodic participation in trade shows and conferences; face to face sales work in order to develop and broaden individual growth; and performance of the necessary administrative detail. A desire to understand both the IS and HR roles in business and a keen interest in serving those roles through our products and services is critical. ***Location: Framingham, MA***
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Systems Support Specialist, West Coast (CW)**
Computerworld is seeking an experienced candidate to fill the role of Systems Support Specialist for the West Coast Region. This position will be responsible for desktop and server support for the Burlingame, Irvine and Seattle offices. The candidate must have an in depth knowledge of Windows95 and Windows NT with 1-2 years hands on PC end-user support. Must have experience on a network -- Windows NT with a working knowledge of software packages supported by the Systems department, including Lotus Notes and the Microsoft Office Suite. This person should have excellent interpersonal and problem-solving skills, have the ability to work well individually and as a member of a team, have the ability to multitask, and above all, have a desire to work in a fast-paced challenging environment. ***Location: Burlingame, CA***
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Sales Assistant (FCW)**
Provide support to nine sales people (prepare and send media kits, assist with proposals, follow up with phone calls to customers, maintain sales databases, etc.). Support and assist associate publisher with competitive analysis. Team player with excellent interpersonal skills and ability to handle multiple tasks simultaneously. Computer proficient in Excel and working knowledge of Power Point and Act. ***Location: Falls Church, VA***
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

**Assistant Managing Editor (GamePro)**
Duties include coordinating, scheduling & copy flow on all projects as well as copy editing & proofing articles from manuscripts to bluelines. Requires working knowledge of video games, 2+ years experience in copy management, excellent proofing skills & ability to work in fast-paced, deadline-oriented environment. ***Location: San Mateo, CA (relocating to San Francisco, CA in spring)***
Contact: K. Skaggs, Fax: 415-349-8347, Phone: 415-286-2537, Email: kskaggs@gamepro.com

**On-line Assistant (GamePro)**
Duties include working with internal & external sources to maintain, improve & build GamePro's on-line presence. Will generate HTML pages for GamePro website, formatting original editorial content as well as reformatting print content for web site via existing templates, monitoring site's Chat Room & Message Board, answering reader e-mail. Requires minimum 1 year of HTML experience & must show URLs of previous projects. ***Location: San Mateo, CA (relocating to San Francisco, CA in spring)***
Contact: F. Mao, Fax: 415-349-5279, Phone: 415-286-2518, Email: fmao@gamepro.com

**Regional Sales Manager (GamePro & PC Games magazines)**
Sell print and web advertising in the east/midwest regions, cultivating new business opportunities & expanding existing accounts. Requires 2-3 years proven ad sales experience and ability to provide superior customer service. Must be dynamic, detail-oriented teamplayer who excels in fast-paced, competitive & FUN sales environment.
***Location: San Mateo, CA (relocating to San Francisco, CA in spring)***
Contact: C. Aguilar, Fax: 650-349-5279, Phone: , Email: -NA-

**Part-Time Library Assistant (IDC)**
The IDC West Library is looking for a part-time Library Assistant to cover the mid-day hours. Responsibilities will include assisting library patrons and performing administrative tasks for the library such as filing, shelving, and periodical check-ins. Superior customer service, teamwork, and PC skills, are essential. Previous library experience or training is desirable. The ability to use the internet and/or online services such as DIALOG would be a plus. ***Location: Mountain View, CA***
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

**Accounting Assistant (IDG)**
This position will be responsible for processing invoices and returns, report generation, spreadsheets, and double checking of reports and numbers. The ideal candidate must be computer capable and very accurate with data entry of numbers. Must also be highly organized, strong attention to detail essential, and able to meet deadlines. Prior accounting/finance background experience a plus. This part time position requires 20 hours a week with no possibility of full time work. ***Location: Framingham, MA***
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Manager, Corporate Compensation (IDG)**
Responsibilities include consulting on the design and implementation of business unit compensation programs (base pay programs, variable compensation, sales compensation, special reward programs), tracking and overseeing executive compensation arrangements, collecting and distributing competitive survey data to business units, and managing the annual compensation planning approval process. In addition, responsibilities include participation in the evaluation, recommendation, and implementation of a new HRIS/Payroll Systems. BS/BA required, MS or MBA preferred - 6+ years' experience in the design of various compensation programs, 3+ years' generalist experience, project and people management experience, and a knowledge of systems from both a corporate and business unit management reporting perspective. ***Location: Framingham, MA***
Contact: K. Budreau, Fax: 508-935-4600, Phone: 508-935-4568, Email: karen_budreau@idg.com

**Business Manager (IDG/B)**
This professional will partner with a business unit to provide accurate PL forecasts and analyses as well as be proactive in leading postmortems and ad hoc analyses for management. Additionally, this individual will provide training for non-financial managers in matters relating to building budgets and monitoring sales/returns v. forecast/budgets. 7+ years' finance exp in publishing required, supervisory exp and dBase exp. desired. ***Location: Foster City, CA***
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Senior Financial Analyst, Sales (IDG/B)**
Responsibilities include preparation of annual sales and marketing budgets, monthly financial reports, sales forecasts and analysis, and analysis of financial viability of products and projects. 3+ years' of financial analysis including budgeting, forecasting, and P&L analysis. Publishing experience a plus; proficiency with Excel & database programs required. BA in finance, accounting or business. ***Location: Foster City, CA***
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Project Coordinator (IDG/B)**
Will act as a liaison between editorial and production on issues of schedule, process, proofreading, and page reviews. Coordinate and track the production process at the title level. Complete, maintain, and update appropriate forms and tracking grids. Assure all elements are ready for production. Oversee the work sent to freelancers. Must know Quark 3.32, Pagemaker 6.5, MAC OS, Windows OS, 2 years in Book Production. Be able to expedite the creation of at least 3 IDG titles per month.
***Location: Foster City, CA***
Contact: T. Stuart, Fax: 650-655-3206, Phone: 650-655-3101, Email: cajobs@idgbooks.com

**Senior Circulation Promotion Manager (PCW)**
Seeking a top-notch direct marketer who will be responsible for various subscription promotions such as: online, insert cards, subscription agents, television, card-in-box, and premiums, including response forecasting and analysis. Will be responsible for monthly financial reporting and budgets. This position manages PC WORLD's Customer Service Specialist. Qualified candidates should have a minimum of 3-5 years of magazine circulation experience. Must have strong analytical and computer skills with Microsoft Word and Excel. Position reports to Subscription Director. ***Location: San Francisco, CA***
Contact: E. Di Matteo, Fax: 415-442-1891, Phone: 415-987-3107, Email: ellen_dimatteo@pcworld.com

**Places to find a complete listing of job opportunities across IDG:**

- **Lotus Notes - Job Opportunities Database**
- **IDG Central - http://idgcentral.com**
- **IDG Web Site - http://www.idg.com**
- **Job Hotline - MA: 508-935-4406 PCW/Macworld/Publish: 415-978-3100**
- **The World Update on the last Monday of every month.**

## Week of Monday, January 26, 1998

| BU | Category | Title | Location | Contact | Phone# | Fax# |
|---|---|---|---|---|---|---|
| CHSG | Edit | Editorial Assistant | Framingham, MA | C. French | P: 508-652-9606 | F: 508-628-5403 |
| CHSG | Sales | Account Executive | Rochelle Park, NJ | S. Moore | P: 650-312-0631 | F: 650-312-0668 |
| CHSG | Sales | Account Executive | Chicago, IL | S. Moore | P: 650-312-0631 | F: 650-312-0668 |
| CHSG | Sales | Account Executive | San Mateo, CA | S. Moore | P: 650-312-0631 | F: 650-312-0668 |
| CHSG | Sales | Sales Associate | Irvine, CA | S. Moore | P: 650-312-0631 | F: 650-312-0668 |
| CHSG | Systems | IS Manager | San Mateo, CA | S. Moore | P: 650-312-0631 | F: 650-312-0668 |
| CIO | Ad Sales | Advertising Sales Associate | San Francisco, CA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Admin | Administrative Assistant | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Art/Design | Senior Graphic Designer | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Edit | Copy Editor | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Edit | Features Editor | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Exec | Managing Director, Custom Publishing | Framingham, MA | P. Reilly | P: 508-935-4734 | F: 508-935-4600 |
| CIO | Exec Progs | Assistant Program Manager | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Finance | Accounting Assistant | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Sales | Regional Sales Manager | Fairfield, NJ | P. Reilly | P: 508-935-4734 | F: 508-935-4600 |
| CIO | Systems | Desktop Support Manager | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Systems | IS Support Specialist | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
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| CW | Edit | Industry Editor | Framingham, MA | P. Fowler Sheer | P: 508-820-8647 | F: 508-879-3760 |
| CW | Edit | Staff Writer | Burlingame, CA | P. Fowler Sheer | P: 508-820-8647 | F: 508-879-3760 |
| CW | Edit | West Coast Bureau Chief | Burlingame, CA | P. Fowler Sheer | P: 508-820-8647 | F: 508-879-3760 |
| CW | Exec | Regional VP/Northwest & Southwest | Burlingame, CA | S. Perry | P: 508-820-8160 | F: 508-879-3760 |
| CW | Exec | Senior Vice-President/Publisher | Framingham, MA | S. Perry | P: 508-820-8160 | F: 508-879-3760 |
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# Webby Awards Will Honor Innovative Sites

## Two tickets to be given away to IDG employees

Although *The WEB* magazine is currently on hiatus in the U.S., not so the second annual Webby Awards, which will take place on March 6 in San Francisco. Dubbed, "The Oscars of the Web" by *The New York Times*, the Webbys are designed to honor the best creative and innovative Web sites of the year and the talented editorial, technical and design teams behind them.

Winners will be selected from the thousands of sites reviewed in *The WEB* magazine during 1997 by a panel of judges representing leading new media experts, Web visionaries, journalists and celebrities. Among this year's 95 judges are: Scott Adams, Creator of *Dilbert* comic strip and books; **John Battelle**, president and publisher of IDG's *The Internet Industry Standard*; Richard Brandt, editor-in-chief of *Upside* magazine; Jerry Brown, former governor of California and founder of We The People; Barbara Boxer, U.S. senator (D-CA); Esther Dyson, chairman of Edventure Holdings Inc.; **John Kilcullen**, CEO of IDG Books; **Cheryl Lucanegro**, VP of sales and marketing at *The Internet Industry Standard;* **Mac McCarthy**, president of Web Publishing Inc.; Rand and Robyn Miller, creators of Myst and Riven CD-ROMs; **Laurie Morgan**, publisher of IDG.net; Dennis Rodman, forward for the Chicago Bulls; Paul Saffo, director of The Institute for the Future; and Robin Wolaner, executive VP of c|net: The Computer Network.

"The Webbys recognize the best, brightest and boldest of the medium," said Tiffany Shlain, creative director and producer for the Webby Awards. "We're excited to have a judging panel that reflects and appreciates these qualities."

The field has been narrowed to a total of 95 sites — five in each of 19 categories including: Arts, Community, Education, Film, Games, Health, Home, Living, Money/Business, Music, News, Politics/Law, Print/Zines, Radio, Science, Sports, TV, Travel, and Weird. In addition, 19 People's Voice Awards are presented to sites selected by the general public; those interested may cast a vote at http://www.webbyawards.com.In '97, more than 40,000 people voted.

Winners will be announced at a sold-out gala ceremony at San Francisco's Palace of Fine Arts Theater. San Francisco Mayor Willie Brown will deliver opening remarks. The ceremony will be preceeded by a VIP party at The Rotunda for sponsors and invited guests and followed by a late-night bash at the San Francisco Science Museum's Exploratorium. In keeping with Webby Award tradition, winners will be allowed to come on stage and thank everyone in five words or fewer. "I think one of the great strengths of the award show is the brevity of the ceremony!" noted Shlain.

Last year's awards ceremony, which was the only Internet awards program to receive national television coverage, honored 15 sites ranging from one-person operations like The Gallery of the Absurd (Best Weird Site http://www.omni.cc.purdue.edu/~royald/gallery) to Web powerhouses like the Starwave Corp. (http://www.starwave.com), which took home three Webbys.

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## CORRECTIONS TO SPECIAL ISSUE OF IDG WORLD UPDATE

If you would like to update the publishing section of the IDG: Who Are We? issue (Jan. 5), the following list is a combination of inadvertent errors and changes that have happened since publication.

**U.S.**

- *The WEB* is no longer published as a print publication; online only.
- PC Games Publishing, Inc. is no longer a separate business unit, and GamePro Media Group has been renamed IDG Games Media Group. *GamePro* and *PC Games* are now published as part of IDG Games Media Group.
- *CIO* is not published bimonthly; it is published twice a month.

**NON-U.S.**

- IDG Australia's publication URLs should not include "www."
- *Australian Reseller News* is published weekly.
- *CIO Korea* is published twice a month.
- The publishing licensee in Vietnam was omitted. The Committee for Sciences and Technology publishes *PC World Vietnam.*

## THAT'S THE TICKET!

**Tickets to the Webby Awards are a hot commodity. Despite a change in venue, allowing almost three times as many people to attend this year's ceremony, all but two of the 2,000 invitations have been accounted for by people representing the nominated sites, judges, sponsors, staff and guests. However, two lucky IDG employees will be selected to receive a ticket each in a random drawing to be held on Tuesday, Feb. 10 and announced in the Feb. 16 issue of *IDG World Update*. To enter, send your name, business unit and telephone number — via e-mail only — to world_update@idg.com. Entries must be received by Feb. 9.**

# NOTEWORTHY

### PROMOTIONS

DEBALKO

Former senior marketing manager **Catey DeBalko** is now director of marketing for Channel Services Group in San Mateo, Calif. During her time with Channel Services, "she has made significant marketing contributions to the successful launch of *Solutions Integrator* and will be taking on increased responsibilities as we go forward with our marketing strategy for the Channel Services Group," according to Channel Services President **John Spensieri**.

---

Industry veteran **Carol Lasker** was recently promoted from advertising director to associate publisher for *Network World*. "Carol's motivational and leadership abilities have helped make *Network World* the leading network publication," according to **Evilee Thibeault**, senior vice president and publisher of *Network World*. "We're fortunate to have her and proud to promote her. Her experience, knowledge, contacts and business development skills have allowed us to capitalize on recent competitive changes. Carol has also done a masterful job attracting, training and maintaining the industry's most marketing-oriented sales force," Thibeault said.

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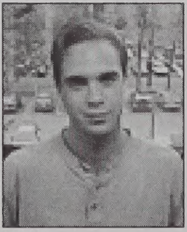
HALL

Formerly a programmer in the IDG Corporate IS Department. in Framingham, Mass., **Mike Hall** has been promoted to applications technology analyst. "Mike has been involved with a lot of important projects during the past year and has been doing a great job," said Applications Technology Manager **Mike Malone**. "Mike has learned a lot of new technology in the two years he's been with IDG, and he's become a valuable member of our group."

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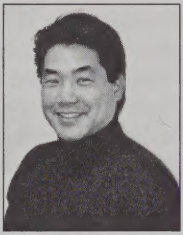
LEE

**Craig Lee** has been named national advertising manager for *GamePro* magazine and GamePro Online. "The market share gains we've experienced against the competition during his [two-year] tenure as West Coast ad manager have been more than impressive, and now we want him to work this 'magic' on a national basis," said **John Rousseau**, president of IDG Games Media Group.

### NEW EMPLOYEES

**Rebecca Schuett**, formerly a district sales manager for Software Forums, joins IDG Conference Management as a sales manager. She holds an M.A. in English from Humboldt State University and a B.A. in English literature from the University of California at Santa Cruz. When not working, she enjoys spending time with her two cats, reading and mountain biking.

Also joining IDG Conference Management as Demo product line manager is **Jenean Campos**. Formerly an event marketing manager for Apple Computer, Jenean has a B.A. in anthropology from San Francisco State University. When she's not busy parenting, Jenean enjoys backpacking, cycling, and cooking.

---

SHACKELFORD

**Kristen Shackelford** joins IDG Games Media Group as executive assistant to the president. Previously, she held the same position at Cyber Gold. She has a B.A. in English from the University of California at Berkeley. In her free time, Kristen volunteers at the Children's Hospital in Oakland and is an avid Shakespeare fan.

---

**Denise Medved** joins IDG World Expo as vice president. She formerly worked at Reed Exhibition Companies as a group sales director. She received her bachelor's of business administration degree in finance from George Washington University and lists golf, tennis and cooking among her outside interests.

### TRANSFERS

Formerly a sales associate at IDG Marketing Services, **Amy Sadeg** has accepted a position as account manager for *PC Games*. She graduated from the University of California at Berkeley with a B.A. in rhetoric and pursues her interests in sailing and running outside the office.

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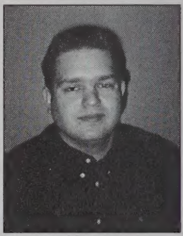

IDG WORLD UPDATE

MARTINSSON

After five years as a test editor at *Computer Sweden*, **Karl-Henry Martinsson** traded Stockholm for Boston and is now a Lotus Notes developer for IDG International Publishing Services. Karl-Henry did some Domino development work for IDG Sweden, among other tasks, and will spend part of his time at IPS assisting *IDG World Update*, the IDG News Service and the licensing group with various online projects. He spends his off hours scuba diving, target shooting and tinkering with computers.

### RETURNING EMPLOYEES

**Katherine Auer** will be rejoining *CIO* as a full-time features editor. From October 1993 to July 1995 Katherine edited features and columns for Framingham, Mass.,-based CIO as an associate editor. In the interim, to add to her existing M.B.A. and M.I.S. from Bentley College (Mass.), she earned her M.A. in marketing from Indiana University and met her fiancé. She resides and works from her house in Bloomington, Ind.

### NOTEWORTHY NEWS WANTED — WORLDWIDE!

*All business units are welcome to send information and photos for the Noteworthy section to: world_update@idg.com.*

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**TWENTY-TWO YEARS**
Rainer Oberlander - IDG Germany

**EIGHTEEN YEARS**
Donna Pomponi - Network World

**SIXTEEN YEARS**
Renee Pierce - IDG

**FIFTEEN YEARS**
Beverly Wolff - Computerworld
Andreas Förth - IDG Germany

**FOURTEEN YEARS**
Paula Foss - Computerworld
Paul Fitzpatrick - IDG Research Services
Donna Sparrow - IDC
Guadalupe Almageur - IDG Mexico
Maristela Santos Oliveira - IDG Brazil

**ELEVEN YEARS**
Claudette Sears - IDG Research
Alda Cristina S. Campos - IDG Brazil

**TEN YEARS**
Ursula Nadador - IDG Spain
Fernando G. Rus - IDG Spain
Barbara Urbaniak - IDG Germany
Peggy Watt - Network World
Bob Brown - Network World

**NINE YEARS**
Maria Teresa Rosales Garcia - IDG Mexico

**EIGHT YEARS**
Seanna Maguire - Computerworld
Diana Garza - IDG Global Comm.
Francis Mao - Games Media Group

**SEVEN YEARS**
Zbysek Bahensky - IDG Czechoslovakia
Fernando Ramirez Diaz - IDG Mexico
Holger Heppner - IDG Germany
Ralph Peter Rauchfuss - IDG Germany
Martha von der Soeren - IDG Germany

**SIX YEARS**
Anne Kandra - PC World
Mieke Erkelens - IDG Netherlands
Berend Harmens - IDG Netherlands
Michael Wallace - IDC
Ute Zirus - IDG Germany
Ludger Schmitz - IDG Germany
Cathy Sampson - Network World
Kevin Gasper - Network World

**FIVE YEARS**
Shoko Furukawa - IDC Japan
Snezana Dejanovic - IDG Germany
Kriemhilde Klippstätter - IDG Germany
Randi Siegal - IDC
Colin Crawford - Mac Publishing
Wieslaw Pawlowicz - IDG Poland

**FOUR YEARS**
Gary Ingram - IDC
Patrick Hall - IDC
Philip Sim - IDG Australia
Dagmar de Aquino - IDG Germany
Daniela Radzio - IDG Germany
Heike Schöner - IDG Germany
Frederick Kuhn - FCW Gov't Tech. Group
Greg Morgan - Network World
David Rohde - Network World

**THREE YEARS**
Jeff Heather - IDG
Gina Mathers - Mac Publishing
Christy Shade - InfoWorld
Richard Bailey - Macworld U.K.
Vibe Andersen - IDG Denmark
Andrew Birmingham - IDG Australia
Dennis Philbin - IDC Singapore
Piyush Singh - IDC Singapore
Christina Auer - IDG Germany
Rupprecht Purkhold - IDG Germany
Sarah Bagnall - IDG Media (U.K.)
Emma Barlow - IDG Media (U.K.)
Mustafa Mustafa - IDG Media (U.K.)
Andreas Helmiß - IDG Germany

**TWO YEARS**
Stephen Shore - PC World
Susan Waring - ICE
Erica Tibbetts - IDG
Anne Marie Praetzel - Publish
Keith Huddleston - InfoWorld
Derek Coombes - PC Advisor
Barbara Cooseboom - Computerworld
Dennis Caristi - Computerworld
Melissa McCleery - Computerworld
Dawn Scalise - IDC
Morten Thorbjørn Svendsen - IDG Denmark
Claudia Cavalleri - IDG Italy
Silvia Santi - IDG Italy
Paul Zucker - IDG Australia
Lucy Cooley - FCW Gov't Technology Group
Gert-Jan Oelderik - IDG Netherlands
Viktor Hollmann - IDG Czechoslovakia
Vladimira Jelinkova - IDG Czechoslovakia
Chris Nerney - Network World

**ONE YEAR**
Mick Lockey - PC World
Hector Gil - IDG Marketing Services
Alicia Giovannini - Computerworld
Tim Daigle - Computerworld
Christopher Dawe - IDC
Paul Ryan - IDC
Roger Kay - IDC
Steffen Bang Nielsen - IDG Denmark
Neville Clarkson - IDG Australia
Rafal Dudkin - IDG Germany
Petra Hantschel - IDG Germany
Lindsay Young - IDG Games Media Group
Peter van Ammelrooy - IDG Netherlands
Dana Martinkova - IDG Czechoslovakia
Marek Dedic - IDG Czechoslovakia
Carina Eichstädter - IDG Germany
Loreto Power - IDG Germany
Ong Ngee Ming - World Expo/Singapore
Enku Gubaie - Network World

IDG WORLD UPDATE online

### WE'RE ON THE WEB!
### (AND ON LOTUS NOTES, TOO)

**Did you know that *IDG World Update* has been posted online since August 1996? It's true! You can view each issue online the Friday afternoon (Boston time) before the publication date.**

**Check us out at http://idgcentral.com (get a login and password by sending a message to globalcomm@idg.com), or via Lotus Notes (ask your IS staff how to access the IDG Central database).**

## OFF LINE

**It's that time again!**

**Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, Feb. 17.**

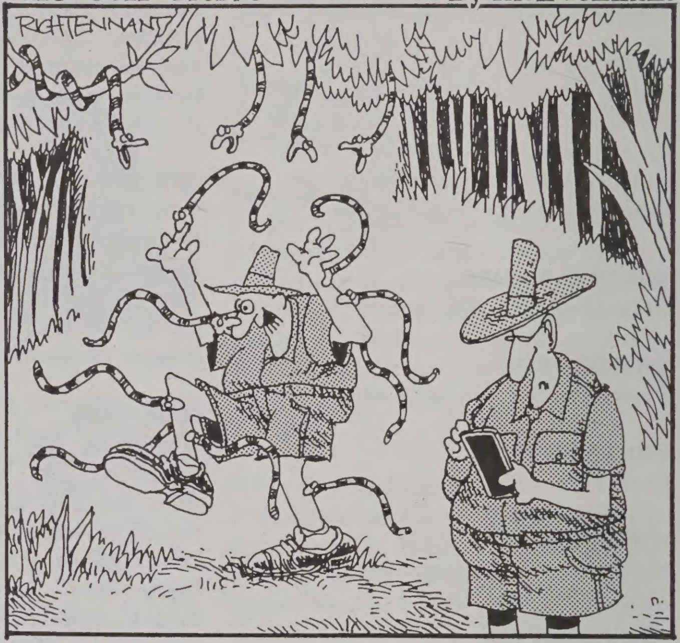
**The IDG employee with the most humorous submission will have a choice of receiving either a copy of Rich Tennant's newest book of cartoons, *Version 2.0,* or an "Off line" T-shirt imprinted with an original Rich Tennant cartoon. Honorable mention winners will receive an *IDG World Update* pen.**

Version 2.0
More BYTE-ing Humor from
The 5th Wave by Rich Tennant

**Fax your creations to 617-423-0712, or E-mail them via Lotus Notes (World Update) or via the Internet (world_update@idg.com.)**

**Have fun!**

The 5th Wave By Rich Tennant



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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 80 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 5

February 2, 1998

**IDG BOOKS CEO JOHN KILCULLEN FEATURED IN PEOPLE MAGAZINE**
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**OUTSTANDING IDC ANALYSTS EARN PEACOCK AWARDS**
PAGE 4

# IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

## *Internet Industry Standard* to Focus on 'Net Business

### Senior staff now on board and working toward an April launch

**THE INTERNET INDUSTRY STANDARD STAFF CURRENTLY ON** *board include (from top of stairs down):* ***Jonathan Weber****, editor-in-chief;* ***Cheryl Lucanegro****, VP, sales and marketing;* ***Stacey Reitz****, executive assistant;* ***Daniel Carter,*** *art director. Front, left to right:* ***John Battelle,*** *president and publisher;* ***Matt McAlister****, online development manager;* ***Debbie Williamson****, executive editor;* ***Todd Mahoney****, sales associate; and* ***Jeff Miller****, associate publisher.*

*The Internet Industry Standard*, IDG's new weekly Internet publication and the first business magazine devoted to the Internet economy, is moving toward the launch pad with its senior staff on board for an April lift-off.

• CONTINUED PAGE 5 •

## Macworld Expo Draws Crowds to San Francisco

**ALTHOUGH THE 68,000 ATTENDEES AT THIS YEAR'S** *Macworld Expo San Francisco represented a slight decline over last year, "the number sent a clear message to us that the Mac market is still very strong," said IDG Event Management Group Show Director* ***Chris DeSalvo.***

"You could feel the excitement in the air at this year's Macworld Expo San Francisco," said **David Egan**, president of IDG Expo Management Co. "As a result of a number of new products, a stellar lineup of keynotes and the brand-new Macworld/Pro technical conference, our exhibitors, attendees and business partners told us firsthand that the show was a rousing success."

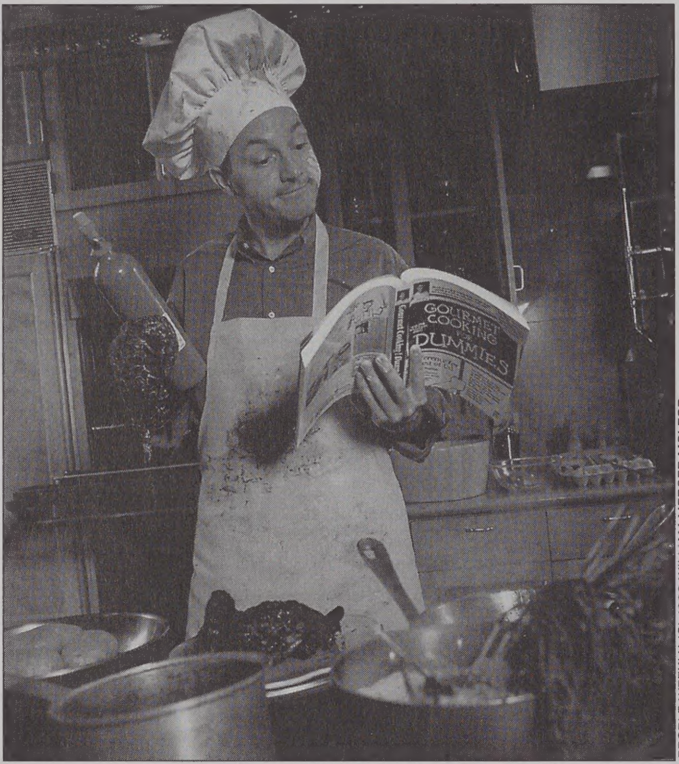
Attendees saw a wide range of new Mac-based products, participated in a first-of-its kind technical conference and heard some well-known names in the graphic arts and entertainment communities laud the Mac platform.

Throughout the five-day show, held Jan. 5-9, a number of surprising announcements were made. Attendees clearly rallied around Apple Computer, Inc. when interim CEO Steve Jobs announced in his keynote that the firm expected to report net profits exceeding $45 million for the first quarter of

• CONTINUED PAGE 5 •

# *People* Profiles IDG Books CEO John Kilcullen

### Creator of the "...For Dummies" phenomenon cooks up great exposure for his business unit



PEOPLE WEEKLY (C) 1998 WILLIAM MERCER MCLEOD

**AS THEY SKIMMED THROUGH ARTICLES ABOUT THE LATEST** *celebrity goings-on, more than three million People readers also learned about the man behind the "...For Dummies" story.*

It cost IDG Books $167 to replace a scorched pot of burned spaghetti, but it was a small price to pay for the chance to have IDG Books CEO **John Kilcullen** featured in *People* magazine (Feb. 2, pp. 63-64). Circulation of the celebrity-studded weekly is 3.3 million.

"One of my big dreams when I took this job was to get us into *People*," said Public Relations Director **Mimi Sells**, who's been with IDG Books for a year and a half. "We kept bombarding them with story ideas and books, and eventually an editor said, 'let's find out about these Dummies people and see if there's a story there.'"

That phone call came in early November, and a month later a reporter interviewed Kilcullen extensively by phone. *People* then dispatched a photographer to set up a few Dummies-esque shots. *Gourmet Cooking For Dummies* had just been published, so Sells suggested a culinary motif.

Off they went to Draegers Market in San Mateo, Calif., which has a fully-equipped kitchen for cooking classes. For several hours in front of bemused customers, the group burned food, splattered sauce and generally "made a total mess" while the photographer snapped away.

**Persistance pays off**

Although the photographer had said he didn't want to include any books in the photos, Sells brought along a pile of Dummies books anyway. "I kept trying to position a few in the background and the photographer kept shoving them aside," Sells recalled. "Finally right at the end he said, 'fine,' and took at couple of John holding the book — and that's the one they used!"

In addition to the chef photo, the article includes a photo of Kilcullen skating with *Figure Skating For Dummies* author Kristi Yamaguchi (shot at San Francisco's Embarcadero ice skating rink) and another of Kilcullen and his son Sean playing soccer.

The text was a personal profile of Kilcullen, who went from being a traveling textbook salesman to, with the help of an ill-fated product launch at a computer-software publishing company, someone "cannily aware of the commerical possibilities created by ignorance." Kilcullen seized the opportunity to try out his "*...For Dummies*" concept after he co-founded IDG Books in 1990.

While one man was the focus of the *People* piece, the impact of the story is far-reaching.

"My hope is that all 8,000 IDG employees and, most importantly, the 400-plus IDG Books staff members share the thrill and overwhelming sense of pride I feel in being associated with a brand and an icon that has become a part of American pop culture," Kilcullen said. "The phone calls from customers, ex-employees, the media and friends have touched me and in some small way have made the roller coaster ride of the last eight years all worthwhile. I want to add that the dedicated employees of IDG Books, the senior executive team of **Steve Berkowitz**, **John Ball** and **Brenda McLaughlin**, and the senior management team are the true unsung heroes that *People* should have written about, and I want to thank each and every one of them. The lesson in all of this is to work hard, truly believe in what you are creating and never quit; dreams do come true."

**Great exposure**

Sells, too, was very pleased with the article and the fact that a total of six "*...For Dummies*" books were mentioned. She told the IDG Books sales force to tell their accounts to stock up in preparation for the article's appearance so they could take advantage of the great exposure. Barnes & Noble, for example, upped its order of *Figure Skating For Dummies* by 4,500 when the staff heard Kristi Yamaguchi's photo was being used.

So, now that *People* is checked off the list, what's next? Sells wants to get a Dummies book into the Smithsonian Institution, and Kilcullen is aiming for "the creation of a new brand to jump on the scene as successfully as Dummies; that would be an incredible feat."

Stay tuned.

*The text of the People article will be on IDG World Update Online until May 2 (http://idgcentral.com or via IDG Central on Lotus Notes). For reprints of the People article , contact IDG Books Public Relations Coordinator Emily Shanklin (tel: 650-655-3187, fax: 650-655-3299, e-mail: eshanklin@idgbooks.com.*

## ON LINE

**PER ANDERSEN**

*The managing director of IDC Scandinavia is this week's columnist. Part 1 of his column appeared Jan. 26.*

**Q Generally, Scandinavians are considered to be lead users of IT. What are the hot IT trends in the region?**

**A** That Scandinavians are early adopters of new technology is not just a rumor. It is evident in the very high penetration of the Internet in Scandinavia compared with the rest of Europe. While European homes in general have an average Internet penetration of around 4%, the corresponding percentage in the Nordic countries is between 9% and 13% (lowest in Sweden and highest in Finland). Internet adoption is still moving at a fast pace, but the trend could be even stronger if Internet commerce really takes off (barriers are electronic payment and lack of Internet shops). Related to the Internet are new areas like Web-based training and electronic software distribution.

Other hot topics are new devices such as digital cameras, handheld devices, settop boxes, devices for smart cards, scanners and multifunctional devices. Mobile technology is another area, where Scandinavians have been early adopters, and right now the market is moving to integrated services. Mobile phones are increasingly taking over traditional fixed lines in homes because the idea is becoming more prevalent. that people only need one personal phone — a mobile phone.

A slightly different area is that the IT labor market is heating up, partly under the influence of increased demand for manpower to solve the Year 2000 problems, but also because of a general lack of qualified labor in the IT area. IDC Scandinavia is getting requests for research into this non-traditional IDC topic, and we are at the moment looking at various projects.

**Where do you expect the greatest growth to occur in the region?**

IDC Scandinavia has followed the general upward trend in IT growth in Europe over the past years, and the positive investment climate is forecast to continue for the rest of this century.

Coming from a disaster economy following the collapse of the Soviet Union, Finland has now turned around and is expected to experience the highest IT growth in the region. The general business climate continues to develop positively in Finland, and the growth rate of the gross national product is one of the highest in Europe. Most large companies in all major sectors are improving their performance. Upgrading the national information society strategy has started. The new strategy will be launched by the summer 1998. In addition to the public sector, IT companies are increasingly investing in information-society-related projects.

Also, Norway and Denmark are experiencing strong IT growth. In the case of Norway, all business sectors are currently experiencing favorable times. As in the rest of Scandinavia, the financial sector is still marked by a trend of restructuring and consolidations as joint venture and take-over attempts continue to make headlines. All businesses with offshore activities, such as shipping and oil/gas production, are experiencing healthy times with strong economic results, largely due to the strong U.S. dollar. However, both Denmark and Norway are looking out for possible weaknesses, and the new government in Norway and an upcoming general election in Denmark might introduce an uncertainty factor that can hold growth back.

In terms of IT growth, Sweden is trailing the other Nordic countries, but it is on an upward curve that might improve the situation over the next few years.

**What are your strategies for making IDC Scandinavia successful?**

A very simple question that only has one answer: Having the best people on board is the only way to make IDCScandinavia successful!

Digging a bit further, however, we have a number of key objectives and strategies to remain a successful provider of market research:

- We will move from being perceived as a numbers provider to having much more qualitative research with a focus on local market trends and issues.

- We will be very visible in the market and be known as a reliable and quality source of information.

- We will focus on becoming the leading provider of market research on Internet and intranet technologies.

- We will strive to be more innovative (e.g., use new methods to solve our customers' problems, be the first company in the market to conduct research on emerging technologies.)

- We will improve our local Web presence and will make electronic delivery of products a key strategy.

**If the answer to any of the questions below is "yes," send an e-mail to world_update@idg.com.**

**Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? (Questions will be sent anonymously.)**

**Do you have a story idea for *IDG World Update*?**

**Do you have a comment about something you liked — or didn't like — in this newsletter?**

# IDC Peacock Awards Recognize Research Excellence

ARDEN PORT

THE 1998 PEACOCK AWARDS RECOGNIZED TWO IDC EMPLOYEES FOR RESEARCH *excellence. (Left to right): IDC President* ***Kirk Campbell****, winner* ***Pim Bilderbeek****, runner-up* ***Brian Clarke*** *and IDG Chairman* ***Pat McGovern****.*

**Pim Bilderbeek**, director of the European LAN and Remote Access program at IDC Benelux in Amsterdam, recently became the first non-U.S. employee to receive IDC's most revered research award. On Jan. 13, Bilderbeek traveled to IDC headquarters in Framingham, Mass., to accept the 14th annual James Peacock Memorial Award.

The Peacock Award was established in 1985 by IDG Chairman **Pat McGovern** in memory of Jim Peacock, an IDC vice president for 15 years. The award recognizes the person who best follows Peacock's example of professional excellence in organizing, conducting and completing research effectively and on time and effectively communicating the results of that research to IDC clients.

It is the sum of Bilderbeek's considerable contributions to IDC during his 10-year career that made him the top contender for this year's Peacock Award. He established the European Networking Expertise Center in 1992 and expanded it in 1997 to include the European Remote Access Program; the group has become the most profitable expertise center in Europe.

Bilderbeek is recognized throughout Europe and the U.S. as an expert in local-area network markets, and the strength of his research has resulted in many consulting and speaking opportunities.

"Perhaps the most valuable aspect of Pim's contribution is that he continues to support, and have the support of, IDC's U.S. and European country sales forces," added Senior Vice President/Communications Market Research **Gigi Wang**.

Bilderbeek earned an engraved plaque and a $3,000 American Express gift certificate for his considerable contributions to IDC.

Runner-up **Brian Clarke**, program director for the PC Pricing Program, received a Peacock Award with a prize of $1,000 in American Express certificates. An IDC veteran since 1989, Clarke has continually improved the PC Pricing Program and guided it to a number of firsts: the first IDC program to develop a Web-based deliverable and the first (and only) program to produce daily updates for clients. Also in the past year, "Clarke expanded his methodology to Europe, Asia/Pacific and soon Latin America in a way that increases IDC's penetration into key accounts and offers regions competitive weapons against local suppliers," noted **John Gantz**, senior vice president/Personal Systems and Collaborative Computing.

IDC employees are nominated for the Peacock Awards by members of IDC's strategic management team, and the winners are selected by IDC President and CEO **Kirk Campbell**.

## PAST PEACOCK WINNERS AND RUNNERS-UP

| | WINNER | RUNNER-UP |
|---|---|---|
| 1984 | Sandra Iafolla | |
| 1985 | Martha Rounds | David Brown*, Mark Winther* |
| 1986 | Lloyd Cohen* | Ilene Goldman |
| 1987 | Rich Mikita** | Rebecca Segal,* John DeSouza |
| 1988 | Kathryn Korostoff | Bob Callery, Jeanette Noyes, Nanette Taylor |
| 1989 | David Vellante* | Eileen O'Brien* |
| 1990 | Gisela Wilson | Jay Bretzman* |
| 1991 | Vicki Brown* | Donald Bellomy |
| 1992 | Anthony Picardi* | Richard Villars* |
| 1993 | Paul Pastrone | John Morrell, Mark Leary* |
| 1994 | Lee Doyle* | Scott McCready, Ann Palermo |
| 1995 | Crawford DelPrete* | Angele Boyd-Myers* |
| 1996 | Iain Gillott* | Henry Morris* |

*current employees
**now with Computerworld

# Job Opportunities
## Monday, February 2, 1998

**Vice President of Finance (IFW)**
InfoWorld Media Group, Inc. seeks a successful financial leader with a proven track record in the publishing industry. The individual will have exceptional skills in managing all aspects of the company's finance functions including: budgeting, accounting, forecasting, internal reporting, credit decision making, accounts receivable and analysis of new business and new contract proposals. The individual must have strong operational leadership running the finances of at least $50 million and 200 employees and be comfortable interacting with all levels within the company. Requires a seasoned business/publishing professional with at least 10 years management and publishing experience. ***Location: San Mateo, CA***
Contact: D. Vieraitis, Fax: 650-312-0668, Phone: 650-312-0566, Email: donna_vieraitis@infoworld.com

**Regional Sales Manager (CIO)**
This individual will be responsible for ad sales in the San Francisco area. We are seeking a manager with 3-5 years experience in high tech publishing. Ideally, the individual will be very familiar with accounts and agencies in the LA region. Excellent communication and presentation skills a must. Knowledge of the industry is also essential. ***Location: San Francisco, CA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Features Writer (CIO)**
You will be responsible for writing feature articles and other shorter items; working closely with editors on story development, direction and focus; assisting in the idea-generation process and attending media events. Ideal candidates will possess a college degree and 2-5 years of feature writing experience. Experience with business and or business technology writing preferred. Title and salary will be commensurate with experience. ***Location: San Francisco, CA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Sales Assistant (FCW)**
This individual will provide support to sales staff (prepare and send media kits, assist with proposals, follow up with phone calls to customers, maintain sales databases, etc.), and support and assist associate publisher with competitive analysis. Ideal candidate will be a team player with excellent interpersonal skills and ability to handle multiple tasks simultaneously. Proficiency in Excel and working knowledge of Powerpoint and Act preferred.
***Location: Falls Church, VA***
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

**Webmaster (CHSG)**
CHSG is seeking a webmaster to participate in the development of Solutions Integrator's nascent Web Site and later oversee its daily operation. Specific duties will include general administration of all of the site's sections as it evolves. These sections include but are not limited to archived editorial, news feed, on-line columnists, interactive forums and surveys, and a marketing section. The ideal candidate will have solid content knowledge of the computer industry and its markets as well as a working knowledge of Solutions Integrator's audience. Candidate should also have the general familiarity with Web maintenance tools. We're looking for a journalist with Web interest and tool familiarity - not a technical guru for programming. Position reports to the editor-in-chief and executive editor, and is currently planned to be based on the East Coast. ***Location: Framingham, MA***
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

**Sales Associate (CHSG)**
CHSG is seeking a Sales Associate who will provide support in our San Mateo, CA, office for two Regional Sales Managers. Working as part of a team, you maintain sales/prospect databases, provide analysis on the competition, provide strong customer service to clients, prepare presentations, and assist the Regional Sales Managers. In this fast-paced competitive environment, the ability to work independently as well as part of a team are important. Must be detail oriented and organized. Computer skills: Lotus Notes, Word, Excel, and Powerpoint are necessary. ***Location: San Mateo, CA***
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

### Account Executive (CW)

The successful Account Executive will establish sales and service relationships with clients as well as influence media buyer/planner professional at ad agencies and customer advertising specialists/managers. The individual in this position will spend a significant amount of time prospecting new business and following up on sales calls. Candidates should have a minimum of 2 years selling, strong project management skills, as well as strong presentation/computer skills. Experience working with Microsoft or its agencies a plus.
***Location: Seattle, WA***
Contact: T. Lehane, Fax: 415-347-6371, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

### Sales Associate (CW)

The selected candidate will provide multi-functional support to the Northwest Director responsible for display advertising sales efforts in the Northwest. Selected candidates responsibilities will include client service, sales intelligence gathering, production of graphics presentations, advertising coordination and event planning. Ideal candidate will be goal oriented, independent, extremely organized and thrives in a very fast paced environment. This individual must possess a bachelors degree, relevant experience and a strong technological aptitude. ***Location: Seattle, WA***
Contact: T. Lehane, Fax: 415-347-6371, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

### Sales Manager (CW)

Computerworld's web site, @Computerworld, is seeking a talented sales person to lead its national sales and business development efforts in conjunction with our print advertising efforts and with IDG's Network sales initiatives. A critical component of this position is the close working relationship this individual will have with the national print sales team so that our sales efforts are completely aligned. Reporting to VP & General Manager of New Media, this individual will also work closely with the site team to help develop "beyond banner" opportunities and also on developing key alliances enabling @Computerworld to continue to build its audience. The ideal candidate will have had successful ROP advertising sales experience (on-line sales experience also a plus) and possess an intimate knowledge of Computerworld's advertising and reader audiences. Strong communication and interpersonal skills are essential.
***Location: Framingham, MA***
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

### Promotions Manager (FCW)

This individual will handle all aspects of direct mail promotion for two trade publications including: list selection, package designs, printing and lettershop responsibilities, cost and response analysis. This individual will have good organizational and computer skills as well as experience in excel and word; will be responsible for six to ten new business campaigns a year, as well as multiple renewal efforts combined for the two publications. Five years experience required. ***Location: Falls Church, VA***
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

### Eastern Regional Sales Manager (GamePro)

You will sell print and web advertising in the eastern/midwest region; cultivate new business opportunities and expand existing accounts. Requires 2-3 years proven advertisement sales success, excellent communication skills and ability to provide extraordinary customer service. Must be a detail-oriented, team player who excels in dynamic and fast-paced environment. Be advised that this position will relocate to San Francisco in the Spring. ***Location: San Mateo, CA***
Contact: C. Aguilar, Fax: 650-349-5279, Phone: , Email: caguilar@iftw.com

### Inside Sales Representative - Strategic Accounts (IDC)

Primary duties include acquiring, managing, and contacting prospects uncovered through a number of lead sources, and distributing qualified leads to the appropriate outside salesperson. Other duties include outbound marketing activities, following up on lists provided by sales reps, or to responses from targeted mailings, etc. Responsibilities also include closing report sales, and/or honoraria. Tracking leads will also be a responsibility of this position. You will be spending 60 to 75% of their time on the phone, therefore, excellent phone manner and skills are required. In addition, strong computer skills are a must. ***Location: Framingham, MA***
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

### Sales Manager, Latin American Research (IDC)

Sales manager is sought to grow IDC's Latin America research sales in the Miami area. The individual will be responsible for selling the company's Latin America research products to US based technology vendors. Strong sales skills and IT experience a must. Candidate must speak either Spanish or Portuguese and have highly effective English language skills. Candidate will work closely with IDC Latin America analysts and IDC sales force. ***Location: Coral Gables, FL***
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

**Facility Coordinator (IDG Central Services)**
Responsible for safety and security administration, giving appropriate attention to the organizations expectations regarding future operations. Maintains inventories of facility security, safety equipment for evaluation and control purposes, and facilitates the establishment of standards. Basic knowledge of the Mac and experience in facility related services required. Knowledge of various security systems, including electronic and access systems and lockset keying systems essential. Knowledge of local building and fire codes and basic electrical, and mechanical standards and requirements as must. As is good administrative and excellent communications skills both written and verbal. CA driver's license with a good driving record required. ***Location: San Francisco, CA***
Contact: J. Dills, Fax: 415-442-1891, Phone: 415-978-3103, Email: janel_dills@publish.com

**Administrative Coordinator (IDG List)**
Responsibilities include order processing back-up, invoicing, processing list rental agreements, updating list information, assisting sales staff, data entry, and general administrative duties. Ideal candidate will be detail oriented with great customer service and organizational skills as there will be an emphasis on order processing and sales support. Knowledge of the list business, computers, and publishing a plus. ***Location: Framingham, MA*** Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Account Manager (IFW)**
The individual in this position will be responsible for prospecting and maintaining advertising space for the back section of the publication. One to three years' of selling experience plus knowledge of the PC industry required. Bachelor's degree preferred.
***Location: San Mateo, CA*** Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

**Regional Sales Manager (IIS)**
This candidate will be responsible for selling print and on-line advertising for this new weekly business publication and web site. He/she will prospect and develop new business, and maintain and grow key accounts, working with an inside partner in a specific geographic territory. The ideal candidate will have an entrepreneurial spirit, previous experience in brand selling, a solid understanding of internet, technology and business markets, as well as strong communication skills and experience working with ad agencies and accounts. Additionally, this person should be able to think creatively, be willing to help create new advertising categories. Previous experience selling a weekly is also helpful. ***Location: San Francisco, CA***
Contact: C. Lucanegro, Fax: 415-537-9022, Phone: 415-537-9020, Email: -NA-

**Regional Sales Manager (IIS)**
This candidate will be responsible for selling print and on-line advertising for this new weekly business publication and web site. He/she will prospect and develop new business as well as maintain and grow key accounts. This regional sales manager will work with an inside partner in a specific geographic territory. The ideal candidate will have an entrepreneurial spirit, have previous experience in brand selling, have a solid understanding of internet, technology and business markets, as well as have strong communication skills and have the ability to work with ad agencies and accounts. Additionally, this person should be able to think creatively, and be willing to help create new advertising categories. Previous experience selling a weekly is also helpful. ***Location: New York, NY***
Contact: C. Lucanegro, Fax: 415-537-9022, Phone: 415-537-9020, Email: -NA-

**Regional Sales Manager (IIS)**
This candidate will be responsible for selling print and on-line advertising for this new weekly business publication and web site. He/she will prospect and develop new business as well as maintain and grow key accounts. This regional sales manager will work with an inside partner in a specific geographic territory. The ideal candidate will have an entrepreneurial spirit, have previous experience in brand selling, have a solid understanding of internet, technology and business markets, as well as have strong communication skills and have the ability to work with ad agencies and accounts. Additionally, this person should have creative thinking, and be willing to help create new advertising categories. Previous experience selling a weekly is also helpful. ***Location: Boston, MA***
Contact: C. Lucanegro, Fax: 415-537-9022, Phone: 415-537-9020, Email: -NA-

**Office Coordinator (IIS)**
The ideal candidate is a highly motivated and detail-oriented team player who will provide office support for fast-paced print and on-line publishing company. This is a take charge position. Candidates should be extremely organized, proactive and persistent in follow-up. This person should also possess very good administrative and interpersonal skills. This position requires frequent interaction with all members within the Company as well as outside vendors and customers. Duties include general office support/administration, facilities management including supply ordering and tracking, setting up and training all new employees on procedures/equipment, working with accounting, HR, and management team to set up company policies and systems. During the start-up phase of the company, this person will also handle the reception area: phones, deliveries, greetings/announcements. Individuals must possess strong computer skills in various applications: word processing, database, spreadsheet, etc. Must be able and willing to work independently or within groups depending on the project. Must be flexible and able to handle multiple tasks simultaneously while producing high-quality, high-quantity work. This is a busy, visible position with a lot of room for growth. ***Location: San Francisco, CA***
Contact: S. Ginenthal, Fax: 415-442-0766, Phone: 415-978-3203, Email: shelly_ginenthal@macworld.com

**Executive Editor (IIS)**
The ideal candidate will be an exceptionally strong writer, editor, and manager with 5-10 years of experience at a major business magazine, a weekly news magazine, or a daily newspaper. Responsibilities will include contributing to the overall editorial direction of the publication, directing key coverage areas, and managing reporters. ***Location: San Francisco, CA***
Contact: S. Ginenthal, Fax: 415-442-0766, Phone: 415-978-3203, Email: shelly_ginenthal@macworld.com

**Managing Editor (IIS)**
This experienced weekly magazine manager will possess good line-editing skills and a minimum of 5 years of experience with magazine production printing, etc., to manage the editorial operations of the The IIS print publication. Responsibilities will include managing weekly news budget, liaison with production, and management of the copy desk. ***Location: San Francisco, CA***
Contact: S. Ginenthal, Fax: 415-442-0766, Phone: 415-978-3203, Email: shelly_ginenthal@macworld.com

**Metrics Reporter (IIS)**
This hands-on manager for IIS' weekly editorial section will focus on facts, figures, and statistics related to the internet industry. He/she will help negotiate deals with research providers, create ongoing proprietary charts, and translate numerical data into compelling visual presentations. This person will work with the web site team to translate material to the web environment, as well as occasionally write articles on internet research and contribute research to other reporters' articles. This position requires strong quantitative, statistical, and analytical skills. He/she must understand market research techniques, economic analysis, and internet industry issues. A minimum of 3 years experience, preferably in a research-gathering environment is required, along with an understanding of publishing/graph creating software (Quark, Illustrator). Reporting/writing experience preferred.
***Location: San Francisco, CA***
Contact: S. Ginenthal, Fax: 415-442-0766, Phone: 415-978-3203, Email: shelly_ginenthal@macworld.com

**Senior Writer/Reporter (IIS)**
This ideal candidate will be an exceptional writer with strong reporting skills, an interest in business news, and a minimum of 10 years of experience with a major publication. ***Location: San Francisco, CA***
Contact: S. Ginenthal, Fax: 415-442-0766, Phone: 415-978-3203, Email: shelly_ginenthal@macworld.com

**Reporter/Staff Writer (2) (IIS)**
The ideal candidate will be a highly motivated, highly aggressive reporter with a minimum of 2 years of business news experience. She/he must have a strong interest in business news and desire to match skills against an array of powerful competitors on major national stories. This candidate will be responsible for covering a major business beat and producing several great stories per week.
***Location: San Francisco, CA***
Contact: S. Ginenthal, Fax: 415-442-0766, Phone: 415-978-3203, Email: shelly_ginenthal@macworld.com

**Technician (IIS)**
This ideal candidate will provide technical support to all personnel. He/she will maintain and repair hardware and software for desktop machines and network equipment. This position requires 3-5 years of related experience, have a good working knowledge of PC, Mac and peripheral hardware, operating systems, networking, email, and applications software. Knowledge of Windows'95, Word, Excel, and recent applications for the PC, as well as Mac System 7, FileMaker Pro, Pagemaker, and QuarkXPress is also required. In addition to being organized, independent, an excellent communicator, and capable of multitasking, this person must have the ability to read, interpret, and work with building wiring schematics and space plans, and have the ability to use standard diagnostic and electronic tools.
***Location: San Francisco, CA***
Contact: S. Ginenthal, Fax: 415-442-0766, Phone: 415-978-3203, Email: shelly_ginenthal@macworld.com

**Business Development Manager (IIS)**
This candidate will lead new business development efforts for IIS' web site and other new products. The successful candidate will assume a high profile role with a number of key industry leaders and senior executives. Responsibilities will include: increasing visibility of the IIS site, building audience traffic through strategic alliances, growing paid circulation for the magazine through the web site, collaborating with sales force to generate ad sales, developing transaction-based revenue program for site, and expanding the content and business franchise to internation markets. This position requires a BA in marketing (MBA preferred) as well as exposure to marketing within high-tech arena, excellent verbal and writing skills, and the desire to create and take charge.
***Location: San Francisco, CA***
Contact: S. Ginenthal, Fax: 415-442-0766, Phone: 415-978-3203, Email: shelly_ginenthal@macworld.com

**Graphic Designer (IMS)**

IDG Marketing Services is seeking a Graphic Designer to create invitations, sales materials, direct mail pieces and other marketing collateral. Minimum of two years work experience in a design or advertising agency preferred. Knowledge of prepress required. Must be proficient in Illustrator, QuarkXPress, and Photoshop. Must possess good organizational skills. ***Location: San Francisco, CA***
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

**Advertising Coordinator (NW)**

This individual will be responsible for all advertising operations for Direct Response Advertising including receipt, logging, and processing of advertising sales orders and materials, layout specifications and requirements for accounts. Heavy data entry and phone work with clients and sales reps. Will also assist department manager with administrative reports and act as back-up for display coordinators. Requires the ability to work under deadline pressure, handle multiple tasks at once, and work with new technology. Must be detail oriented and have willingness the learn computer systems. ***Location: Framingham, MA***
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

**Account Representative (PCW)**

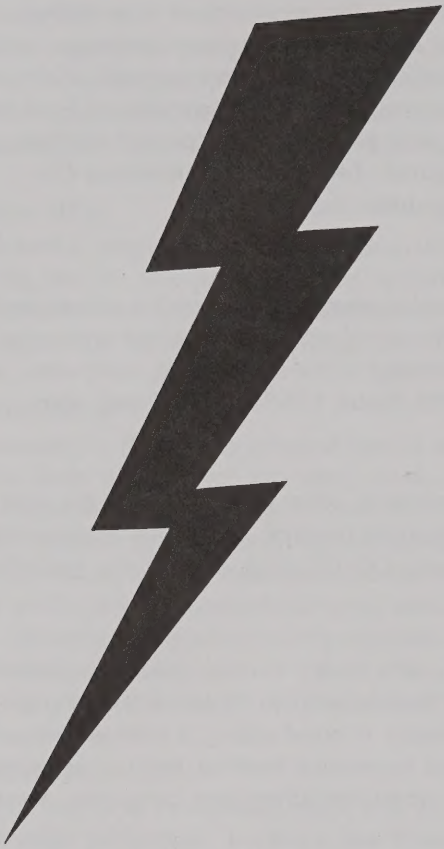
To sell and service existing and new customers within the Southwestern Region for PC World Magazine The Account Representative will communicate primarily on the phone with some outside travel to key accounts. Performance will be assessed based on attainment of revenue quota and other sales activity. A bachelors degree or equivalent is preferred. Additional requirements are excellent writing, verbal and communications skills, and 2 years sales or agency experience. ***Location: Los Angeles, CA***
Contact: B. Hanck, Fax: 310-312-8048, Phone: 310-312-8008, Email: bill_hanck@pcworld.com

**Administrative Assistant (PCW)**

To assist with organizational and clerical projects in the offices of the CEO and Publisher. Responsibilities include typing, filing, heavy phone coverage, travel arrangements, mail distribution, assisting with in-house and off-site meetings, special projects, client events, preparation of sales materials, and general administrative support. Solid organizational and prioritizing skills; professional mature manner, flexibility, experience in Word, Excel and database proficiency; presentation software a plus; typing 50-55 wpm; knowledge of office equipment. ***Location: San Francisco, CA***
Contact: N. Jacobs, Fax: 415-442-1891, Phone: 415-978-3303, Email: nancy_jacobs@pcworld.com

**Places to find a complete listing of job opportunities across IDG:**

- **Lotus Notes - Job Opportunities Database**
- **IDG Central - http://idgcentral.com**
- **IDG Web Site - http://www.idg.com**
- **Job Hotline - MA: 508-935-4406 PCW/Macworld/Publish: 415-978-3100**
- **The World Update on the last Monday of every month.**



# High Energy.

# Bright.

# Fast Paced.

# Dynamic.

## SPECIAL SALES RESUME PROMOTION FORM / *JAN. - MARCH 1998*

*Fill out this form, attach the resume for a sales position, and submit them for a chance to win:*
*$500 of American Express Gift Certificates!*

### RULES

1. Dates of promotion: January through March 1998.
2. All employees in every U.S. IDG division may participate.
3. Resumes must be submitted to: Susan Brown IDG HR, by the employee. Please use this form and attach the resume. A separate form must be used for each resume.
4. There is no limit to the number of resumes you can submit.
5. If the candidate is hired, the regular Employee Referral Program goes into effect, providing the hiring business unit participates in that program.
6. The Sales candidate does not have to be hired to be entered into this Special Sales Resume Promotion drawing.
7. Resumes must be for sales positions.
8. The winner will be selected on 3/3/98 and announced on 3/9/98 in the World Update.

Today's Date: ______________________

Applicant's Name: ______________________________________________

Employee's Name: ______________________________________________

Position Desired: ______________________________________________

Business Unit Desired: ______________________ Location Desired: ______________________

## INTERNET INDUSTRY STANDARD

*continued from page 1*

Under President and Publisher **John Battelle**, a co-founding editor of *Wired* magazine and most recently its deputy editor before he came to IDG in July 1997. *The Internet Industry Standard* will provide news and analysis on issues that affect how today's businesses operate in the Internet economy.

"*The Internet Industry Standard* is the must-read weekly for senior business managers, financial and service professionals, and technology, media and entertainment executives who need to keep pace with the Internet market," Battelle said. "We're filling a hole between the trade magazines, which are quite technical and product-focused in nature, and the general business press, which is often too late and too light in its coverage of this business."

According to Editor-in-Chief **Jonathan Weber**, the core of the magazine will be "news and news analysis. Sections will include a quantitative analysis covering and gauging the impact of the Internet and how it's affecting other sectors of the media and economy," he said. "We'll also have an executive recruiting section and a review section looking at products, services and books. We won't be doing technical testing of products but will rather look at the products in context of the business and the people behind the product."

The magazine will have a paid circulation with limited newsstand sales in a few places, according to Weber.

Weber said he saw their competition coming from different areas. "There are the monthly business magazines (*Red Herring* and *Wired*, to an extent) the weekly trades (*Interactive Week*, etc.) and the mainstream business press. Vis-a-vis them, respectively, we're news-driven; we're business-driven, not product-driven; and we're more specialized and plan to offer a more sophisticated type of analysis."

Weber said that their biggest challenge right now was putting a staff together. "This is a very competitive area newswise and it's not easy. To actually compete with *The Wall Street Journal* on a national stage is a huge challenge, especially as a start-up."

*The Internet Industry Standard*'s staff currently consists of the following:

Weber, former technology editor for *The Los Angeles Times*, has years of experience as a technology writer and editor and was responsible for launching the *Times'* successful technology section, The Cutting Edge. Weber has also been senior editor for *World Link Magazine*, a Geneva-based monthly on international politics. He also served as the Paris-based European correspondent for *Electronic News* and *MIS Week.*

**Jeffrey Miller** will be associate publisher. He has 16 years of publishing experience, was founder and president of Miller Communications Group Ltd., and formerly associate publisher of CMP's *Windows Magazine* and publisher of Softbank/Ziff's *MacUser Magazine.*

Vice President of Sales and Marketing **Cheryl Lucanegro** has more than 17 years of sales and marketing management experience, including positions as vice president and associate publisher of *Upside Magazine* and regional sales manager for Softbank/Ziff's *Digital Review* and *PC Week.*

Executive Editor **Debra Aho Williamson** joins IDG from *Advertising Age*, where she was most recently editor, interactive media and marketing. She was a founding editor of *Ad Age*'s interactive section in 1993 and has tracked the growth of Web sites as business tools since the first sites were launched in 1994.

The Internet Industry Standard
350 Townsend Street, Suite 325
San Francisco, Calif. 94107
Phone: 415-537-9020
Fax: 415-537-9022

## MACWORLD EXPO

*continued from page 1*

1998. Apple also said that its new Power Macintosh G3, launched in November 1997, significantly outsold Apple's forecasts for the quarter, becoming Apple's most successful product launch ever.

**Chris DeSalvo**, group show director with IDG Event Management, said that "attendance was pegged at 68,000. That's down about 10% from last year, but it sent a clear message to us that the Mac market is still very strong."

Egan attributed the decline in attendance to the last year's rocky Mac market, much of which he said he believes is past.

More than 450 exhibitors set up shop at Macworld Expo, down slightly from last year's 465. Now-defunct clone makers were responsible for the decrease in exhibitors, Egan said.

In addition to the traditional conference lineup, this year's show saw the debut of Macworld/Pro, a series of in-depth technical workshops and day-long sessions designed for highly technical Macintosh users.

According to an on-site survey, more than 97% of attendees said they came to Macworld Expo to see the new products. Nearly three-quarters said they believed the event is important in determining upcoming technology purchases, and 86% said the time they spent at the show was "well worth their time and money."

## MACWORLD PRODUCES LIVE WEBCAST FROM SHOW FLOOR

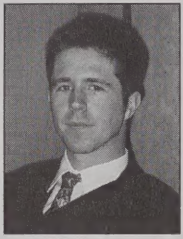
***Macworld* magazine launched Macworld Live, a live webcast from the show floor. "It was the first time we'd done it, and it was really exciting," said Anna Noetzel, *Macworld*'s senior trade show/events manager.**

**The series of live interviews, discussions and panels covering hot topics in the Mac community "was modeled after a radio show with real audio," Noetzel said. "While the interviews were happening, they were being webcast live throughout the world. People were able to fire off questions via e-mail from all over the world."**

**Interviewees included executives from Microsoft, Macromedia and Apple, among others, and IDG Books had several of its authors there as well.**

# NOTEWORTHY

## PROMOTIONS


HEATH

**Matthew Heath** of IDC U.K. was recently promoted to marketing communications specialist. "His work over the past year has been prodigious and many of his initiatives have streamlined marketing operations. Matthew's enthusiasm and determination have made him a team member that everyone in both the U.K. offices and the global IDC community value and appreciate," noted his manager, IDC U.K. European Marketing Manager **Meryl Salter**.

**Kathy LaPorte** joined IDC two years ago as a billing accountant and has since been promoted to staff accountant. According to **John St. Martin**, IDC corporate controller, "Kathy has worked diligently to enhance and improve the company's invoicing procedures. Her strong work ethic and focus on customer service have contributed greatly to the success of IDC."

## NEW EMPLOYEES

IDG Books' Indianapolis office welcomes four new employees:

**Janet Seib** has signed on as a page layout technician. Formerly with Macmillan, Janet has earned a bachelor's of business administration degree from Western Michigan University and enjoys experiencing the fine restaurants in Indianapolis.

**Carmen Krikorian**, another former Macmillan employee is an associate permissions editor. She has a B.A. in instrumental music education from Miami University of Ohio and spends time reading, gardening and painting.

Copy Editor **Stacy Riebsomer** has a B.A. in English from Purdue University, where she also worked as a financial aid administrator. She enjoys hiking, traveling and reading.

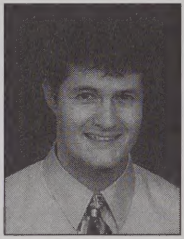
**Wendy Hatch** joins IDG Books as a copy editor for Dummies Press. She has a B.A. in journalism from Franklin College of Indiana. Outside the office, she pursues her interest in travel, painting and sculpture.

IDC welcomes six new employees:

**Regina Walker** is a sales and customer service support representative. Formerly an executive administrator at Marriott Distribution Services in Westboro, Mass., she is continuing her education at Fisher College and spends her free time skiing, swimming and taking long walks with her husband and dog.

**Joe Howard**, senior systems administrator, was formerly a technical specialist for Oracle Corp. in both the U.S. and the U.K. He has a B.S. with honors in information technology from mid-Glamorgan University (Wales, U.K.). Outside of the office, Joe keeps busy changing diapers, swimming and cooking.

Formerly a district sales manager at Westinghouse Communication, **Patricia Murphy** is a senior account executive. She has a B.A. in arts administration from Bernard M. Baruch College in New York City and pursues her interests in yoga, theater and ballet.


CRIBARI

**Mark Cribari** comes aboard as a client services representative. Formerly a student at both Moorpark Community College and Golden Grain Bible College, he has three children and enjoys Bible study, playing guitar and fresh water fishing.

**Linda Young** joins IDC as a production assistant. She previously worked at Raytheon for 10 years and also attended the Mary Hitchcock School of Nursing. Outside the office she reads, knits, makes crafts and spends time with her dog and cat.

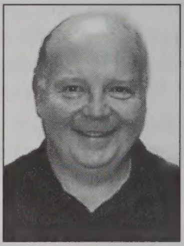
**Robert Richards** is an applications development specialist. Formerly a senior group engineer for CTA Inc., he received his B.S. in electronic engineering from the Polytechnic Institute of New York, and his M.S. in electrical engineering from Worcester Polytechnic Institute (Worcester., Mass.). He enjoys karate, bicycling and spending time with his family.

**David Shawn** joins *InfoWorld* as a technology analyst. Formerly a senior consultant for Keane, Inc., he has a B.S. in electrical engineering and an M.S. in biomedical engineering from Ohio State University. He enjoys playing bridge in his free time.

**Jeanne Gallagher** also joins *InfoWorld* as general advertising coordinator. Previously a claims representative at Farmer's Insurance, she has a B.S. in communications from Washington State University. She runs, plays the piano, reads and loves to travel when not working.

Formerly a marketing assistant for Simon and Schuster, **Laura Kelley** is now an account sales associate for *Computerworld*. She has a B.A. in communications from Wilkes University (Wilkes-Barre, Pa.) and enjoys cooking, reading and working out at the gym.

## TRANSFERS

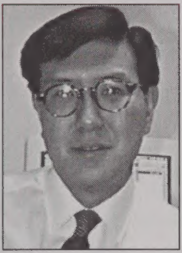

LINDEN

During his many years with IDG Herbert Linden, former vice president and director of manufacturing for *PCWorld*, *Macworld* and *Publish*, is now manufacturing director at IDG Games Media Group. He has a fine arts degree from the School of Visual Arts in New York City and pursues his interests in drawing, his Koi pond and attending the Oakland A's baseball games .

NOBLE

**Jamie Noble** has accepted the position of assistant production manager for IDG Games Media Group. Formerly a production specialist for InfoWorld, Jamie has been with IDG since April 1995. She enjoys golf, Frisbee with her dog, and is enmeshed in a series of home improvements.

**Theodore Kim** has also accepted a position at IDG Games Media Group as manager of information systems. Formerly a manager of technical services for Macworld, he has a B.A. in English literature from Boston University. He pursues his interests in fly casting and pocket billiards outside the office.


**KIM**

After seven years abroad, **Margret Johnston** comes back to the U.S. from Germany, where she was formerly a Munich correspondent for the IDG News Service. Most people know her as Gretel in the United States, where her new position is senior writer for *Federal Computer Week*. She holds a B.A. in journalism from Ohio State University. Margret will also continue her work with the IDG News Service, serving as a part-time Washington correspondent.

### RETURNING EMPLOYEES

After an absence of a little less than two years, **Jennifer Carson** joins *PC Games* as a subscription specialist. She has worked at both *PC World* and *Health Magazine* as a circulation assistant and circulation coordinator, respectively. She has a B.A. in communications from Michigan State University and keeps busy by windsurfing, volunteering, hiking, camping, skiing and playing softball in her free time.

**CARSON**

*PC Games* Features Editor **Willem Knibble** has a long history with IDG. After graduating from San Francisco State University in 1992 he signed on as a copy editor at *InfoWorld* and then moved on to become a software reporter. Willem then served as senior book editor at Infotainment World Books from 1994-96. When that division closed, he took the post of news editor at *PC Games* before being lured away by Total Entertainment Network, an online gaming service. When he's not at his newest IDG desk, Willem enjoys playing basketball, soccer, raquetball and, of course, PC games.

**KNIBBLE**

After an absence of four years, **Hilary Green** comes back to InfoWorld as West Coast business development manager, impact marketing. She has a B.A. in broadcast and communications from the University of the Pacific (Stockton, Calif.) and enjoys tennis, dance and skiing in her free time.

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**FOURTEEN YEARS**
Mary Rinaldo - Network World
Gérard Adamis - IDG France

**THIRTEEN YEARS**
Paul Bonarrigo - Mac Publishing

**TWELVE YEARS**
MaryAnne Sinville - IDC

**ELEVEN YEARS**
Paul Mercer - Network World

**TEN YEARS**
Lászlo Varga - IDG Hungary
Carole Plana-Prigent - IDG France
Bruce Stephen - IDC

**NINE YEARS**
Donna Kirkey - Network World
Fernando Antonio Lima Silva - IDG Brazil

**EIGHT YEARS**
Gunhild Haugnes - IDG Norway
Györgyi Birkus - IDG Hungary
Nieves San Roman - IDG Spain

**SEVEN YEARS**
Isabelle Dumonteil - IDG France

**SIX YEARS**
Ronilton Camara - IDG Brazil
László Horváth - IDG Hungary
James Lai - IDG Taiwan
Jack Wang - IDG Taiwan

**FIVE YEARS**
Nils Bentzen - IDG Denmark

**FOUR YEARS**
Jolene Springfield - Network World
Walter Rivas - IDG Argentina
Filiz Ormanci - IDG Turkey
Les Champkin - IDC Australia
Jennifer Koppy - IDC
Shirleen McDougall - IDC

**THREE YEARS**
Silvana Ramalho Luiz - IDG Brazil
Nivaldo Deliberalli - IDG Brazil
Barbara Simon - IDG Australia
Lawrence Llamzon - IDC Singapore
Eugenio Barahona - IDG Spain
Dominique Busso - IDG France
Anne-Elisabeth Dreneau - IDG France
William Zinsmeister - IDC/LINK
Natalie Eisner - IDC

**TWO YEARS**
Sylva Maurerova - IDG Czechoslovakia
Kazuki Seki - IDC Japan
Oscar Garcia - IDG Spain
Christina Chan - IDG Hong Kong
Ergin Saymaz - IDG Turkey
Stéphane Stepien - IDG France
Philippe de Marcillac - IDC
Elizabeth Chisholm - IDC
Kathleen LaPorte - IDC
Paris Burstyn - IDC/LINK

**ONE YEAR**
Deyvi Levitas - IDG Turkey
Mehmet Dugramaci - IDG Turkey
Frédéric Bonnin - IDG France
Hakim Remli - IDG France
Andrea Gilchrist - IDC
Christine Arrington - IDC
Sandra Rogers - IDC

## NOTEWORTHIES WANTED FROM IDG OFFICES WORLDWIDE

*All business units are welcome to send information for the Noteworthy section to: world_update@idg.com.*

## CELEBRATING 10

# Michele Winiker

**HOME:** Medway, Mass.

**JOINED IDC:** March 1987 as a copy editor.

**CURRENT JOB:** Assistant director in IDC's Publishing Services and Technologies department; oversee production quality control.

**MOST CHALLENGING PART OF YOUR JOB:** Getting many documents out the door quickly while maintaining a high level of quality.

**WHEN YOU STARTED, DID YOU THINK YOU'D BE HERE FOR 10 YEARS?** It was my first real job out of college — I didn't know whether I'd be here one year or 20 years.

**I JOINED IDG BECAUSE:** I saw the ad in the local newspaper for a copy editor and thought it would be perfect for me. I was living in Framingham at the time; having a 10-minute commute was an added incentive to join IDC.

**WHAT'S KEPT YOU AT IDG FOR 10 YEARS?** Great work environment, challenging work, many opportunities to develop new skills. My job is very rewarding — I know that I'm making a key contribution to improving the quality of IDC's documents.

**BEST WAY SOMEONE COULD COMPLIMENT YOU ON YOUR WORK:** Send me a giant bag of Reese's and a thank-you note.

**INTERESTS OUTSIDE THE OFFICE:** Bike riding; gardening; collecting toy cars, baseball cards, porcelain dolls; spending time with my family; visiting Toys R Us.

**WORDS TO LIVE BY:** Always be true to yourself.

**IDG CHAIRMAN PAT McGOVERN ESCORTS MICHELE WINIKER** *to dinner at the Ritz-Carlton Hotel in Boston in honor of her 10 years of service to IDC.*

**YOUR IDEA OF A PERFECT DAY ALONE?** Riding my bike along the Mohawk Trail, taking pictures of the beautiful scenery.

**WHAT WOULD YOU GRAB IF YOUR HOUSE WERE FIRE?** I'd take my photo albums and my laptop computer.

**MANAGER'S PROFILE:** "Michele's keen eye for data accuracy and passion for quality have earned her the enviable reputation as IDC's 'quality evangelist.' Her unique affinity for the quantitative aspects of IDC's research (our core value) combined with her strong analytical skills make Michele a real asset to IDC. Michele's quick wit and sense of humor make her a pleasure to work with as well!"

— ***Brian Degen,***
*Director of Interactive Products and Services, IDC*

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 80 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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# IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

## IDG Marketing Services Hosts Fourth EAT Meeting

### Group focuses on ways to provide seamless account service across Europe

"Go and get the money!" So urged **Charles Helliwell** of attendees at the most recent IDG Marketing Services/Europe, Middle East and Africa European Account Team (EAT) meeting. Helliwell, client services director at IDG Marketing Services in the U.K., was summing up the previous day's presentation by IMS EMEA President **Jeff Meers** regarding the lucrative but largely untapped recruitment advertising marketplace. According to Meers, the market is worth more than $10 billion — $3 billion in Europe alone — and booming due to a massive shortage of IT skills. By taking advantage of the recruitment market to the same degree that many U.K. titles do — it is not uncommon for some U.K. IT publications to carry 100 to 120 pages of IT recruitment ads per week — IDG stands to make upward of $140 million, Meers stated.

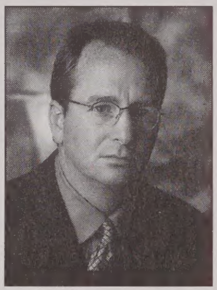
• CONTINUED PAGE 4 •

## Moylan Named CEO of InfoWorld

**Stephen Moylan** has been appointed president and CEO of InfoWorld Media Group. A 10-year IDG veteran, Moylan most recently served as IW's senior vice president/publisher. He succeeds **Jim Martin**, who was named president of Computerworld, Inc. in November.

Moylan was featured on the cover of *Folio* magazine's Nov. 1, 1997 issue for his successful and innovative philosophy for managing and leading a sales force. Under his leadership, *InfoWorld*'s ad pages increased from 4,000 in 1995 to 4,550 in 1997. According to the Folio: 500 (July 1, 1997), ad revenue in 1996 reached $135 million, and in 1997, *InfoWorld* experienced the most successful year in its 20-year history.

"This is an exciting time to take the reins at *InfoWorld*. We just finished another banner year, and we are now positioned as one of the hottest publications in the market," said Moylan, who will retain his publisher title.



MOYLAN

"Our editorial package is excellent, our circulation is soaring to more than 350,000 subscribers and our readership scores are hitting record levels of close to one million readers each week. In addition, we have achieved five successive years of record revenue and profit for IDG."

Moylan joined IDG in 1991 after completing the sale of *Electronic News* (a CapCities/ABC company) to IDG. In 1992, he joined *InfoWorld* as regional sales manager in the Bay Area, was promoted to vice president/publisher in September 1995 and named senior vice president/publisher in October 1997.

## *CIO* Makes European Debut

### IDG Hungary's *AKCIO* joins growing lineup of *CIO* publications around the world

The *CIO* brand expanded into Europe this month with the debut of *AKCIO* in Hungary. It follows *CIO* titles in the U.S., Australia, Canada and Korea, as well as New Zealand's *Management Technology Briefing* (MTB).

*AKCIO* means "action" in Hungarian, and the word conveniently includes CIO, the acronym for chief information officer. The target audience is composed of

• CONTINUED PAGE 2 •

## AKCIO

*coitinued from page 1*

two parts. One is IT managers and decision makers who are responsible for IT investments and development in a medium to large company. The other is managers and executives who aren't IT experts but who realize the importance of IT and want to take advantage of it to advance their organizations.

AKCIO
A BIOREX
királysága

**István Bíró**, managing director of IDG Hungary, described *AKCIO* as a business title that features case studies and analysis on the use and effectiveness of IT across an organization and at all levels. It will cover the use of information technology in finance, marketing, human resources, research and development, strategic planning and other aspects of management.

There are three direct competitors and six general competitors locally, Bíró noted. However, *AKCIO* is the only management magazine in the country that publishes articles with an IT perspective.

Some articles will be translated into Hungarian from other *CIO* titles, but Editor **Zoltan Meixner** expects that most of the content will be based on Hungarian events, sources and information.

A monthly magazine, *ACKIO* has a circulation of 10,000. The first issue will be mailed to prominent managers in large companies and organizations as part of the initial direct mail campaign. The staff expects that the bulk of the circulation will be subscription, with some sold on the newsstand and in retail outlets.

*For more information, contact* ***Zoltan Meixner*** *(zmeixner@idg.hu) and Advertising Director* ***Gizella Fekete*** *(gfekete@idg.hu or akcio@idg.hu).*

## IDG WORLD EXPO ADDRESS CHANGE

**IDG World Expo headquarters has once again taken up permanent residence in Framingham, Mass.**

**IDG World Expo**
**3 Speen Street, Suite 320**
**Framingham, MA 01701**
**Phone: 508-879-6700**
**Fax: 508-620-6668**

- **Kerry Gumas, president: 508-424-4848**
- **Dan Belmont, senior VP, sales and new business: 508-424-4860**
- **Donna Moschella, manager, business services: 508-424-4801**

## IN BRIEF

### ExecuTrain Adds 13 International Locations

With the addition of 13 new international training locations, ExecuTrain Corp. continues its leadership position as the most expansive information technology (IT) training organization in the world.

The additions raise the number of ExecuTrain offices to 218 locations in 26 countries.

"ExecuTrain continues to increase its worldwide coverage with dramatic expansion while maintaining its focus on providing users with a superior quality learning experience," said **John Peddar**, managing director of international business at Atlanta-based ExecuTrain Corp.

The new international training locations include the following: Birmingham, U.K.; Cairns, Australia; Calgary, Canada; Cape Town, South Africa; Edmonton, Canada; Jeddah, Saudi Arabia; La Coruña, Spain; Panamá City, Panama; Puebla, Mexico; Regina, Canada; Santo Domingo, Dominican Republic; Tijuana, Mexico and Winnipeg, Canada.

### Dow Jones Names CW Emmerce a Select Site

Computerworld Emmerce has been designated a Select Site by the Dow Jones Business Directory, which is a guide to high-quality business Web sites. Like @Computerworld, which was recognized as a Select Site in November 1996, Emmerce was chosen last December as one of more than 1,000 Web sites that provides exceptional value to readers.

The Dow Jones editors said of Emmerce, in part: "It is worth repeated visits for anyone interested in electronic commerce trends...the information here is golden."

Part of the @Computerworld Web site, Emmerce contains information on the specific technologies, management issues and business strategies related to electronic commerce. Emmerce is updated biweekly and has a quarterly print supplement that is published in *Computerworld*.

"Computerworld continuously strives to improve its Web site with useful, hands-on information," said **Alan Alper**, editor, CW Magazines Group. "It is gratifying to be recognized by the preeminent business news authority."

Computerworld Emmerce is at <http://www.computerworld.com/emmerce.> The Dow Jones Business Directory is at <http://businessdirectory.dowjones.com.>

# ON LINE

**JEFF DEBALKO**

*The president of IDG Global Communications is this week's columnist. Part 2 of his column will appear Feb. 16.*

**Q Global Communications has been around for a few years now. Has your mission or focus changed?**

**A** We have actually just begun our second year as a separate business unit. When we created Global Communications, our focus was on solving some basic, ongoing, company-wide communication and information problems as well as to leverage our technology infrastructure to reduce costs and grow revenue companywide.

Specifically, we established a new, managed, global network for the many business units using Lotus Notes. We eliminated the old GE BusinessTalk system as the defacto corporate e-mail system in favor of a decentralized mail system utilizing the Internet as a backbone and in the process, saved IDG $600,000 per year. We took over management of the idg.com Internet mail gateway, upgraded the technology for better performance and reliability and saved IDG $50,000 per year in outsourcing costs. We established IDG Central, the IDG intranet, as a vital information and communications resource for IDG. We implemented the IDG Global Dial Network for local dial-up access to the Internet saving IDG $750,000 in long-distance communications costs in FY97.

Most importantly, IDG Global Communications took responsibility for resolving worldwide communications issues and problems. If there is a problem with communications technology at IDG, contact us, and we'll find a solution.

Although we will continue to upgrade our infrastructure to take advantage of the latest technology as well as continue to develop new applications and information resources for IDG Central, our focus as a company has shifted to providing cost- effective communications technology solutions to IDG business units worldwide. We feel that as a solutions integrator, we can provide the highest quality technology with the added value of our in-depth knowledge of IDG operations worldwide and a level of 7-by-24 customer service that is second to none.

Among the services that we offer are e-mail client hosting for both Lotus Notes and Internet mail; SMTP mail domain services; database hosting for Lotus Notes; Web site and intranet hosting; server hosting; server housing; worldwide Internet access via dial-up, ISDN and fixed link services; application development for Lotus Notes and the Web; and technical support and consulting. If you are interested in any of our services please contact me directly at jeff_debalko@idg.com or refer to the IDG Global Communications section on IDG Central.

> *If there is a problem with communications technology at IDG, contact us, and we'll find a solution.*

**I've heard about a service you offer for global Internet access. What is it and how much does it cost?**

One of our most popular services is the IDG Global Dial Network which provides local phone number access to the Internet in more than 1,000 locations worldwide. In 1997, our customers logged more than 15,000 hours on the network.

Although we have many different types of users, the most popular use is by international travelers to avoid the incredibly high cost of long-distance international dial and high calling card rates for e-mail and Web access. For example, a journalist traveling from the U.S. to London would pay on average $200 per hour to connect to the Internet or their local mail server using the hotel's long- distance service or roughly $100 per hour using a major calling card. Using our service, the same user would dial a local number in London and pay just $5 per hour. Customers have told us that using our service has saved them upward of $1,500 during a single week of normal usage while traveling internationally. And while the savings is most dramatic for international usage we also have many customers using the network in the U.S. to save significantly on remote access costs. Typically, many business units use 800 or toll-free service to access their network or e-mail services remotely. The cost of this service is on average $10 per hour. Utilizing our service at roughly half the cost has saved some individual business units tens of thousands of dollars per year. In addition, our customers gain the added (and significant) benefit of no longer having to maintain modem banks or remote servers.

The service is not only incredibly cost effective but also very easy to use. For Windows 95 users, we have a dial utility that automatically searches for their current location and connects them to the network. The network is also available to Mac users. To get more information or a login contact globalcomm@idg.com. There are no set-up fees or fixed monthly fees for the service. You only pay for what you use.

**As one of the people responsible for strategic IT decisions for IDG, what publications do you read?**

Today, my time spent reading is pretty evenly split between print publications and the Web. As far as publications go, *CIO* is my only "must read" but I also look at *InfoWorld* and *Computerworld* on a regular basis, which combined give a very comprehensive view of what's happening with IT. The Web of course has dramatically changed the way everyone gets information, myself included. I spend time on all of the major IT news sites with the IDG News Service at the top of the list.

## EAT MEETING

*continued from page 1*

**ATTENDEES AT THE FOURTH EAT MEETING GATHER FOR A GROUP PHOTO. TOP ROW,** *left to right:* ***Iona Spencer*** *(IDG U.K.),* ***Bohdan Tetiva*** *(IDG Czechoslovakia),* ***Lennart Ekner*** *(IDG Sweden),* ***Katerina Moravova*** *(IDG Czechoslovakia),* ***Frederic Bonnin*** *(IMS France),* ***Catherine Spence*** *(IMS U.K.),* ***Simone Fiedler*** *(IDG Germany),* ***Christoph Burkhart*** *(IDG Germany),* ***Tina Olschlager*** *(IMS Germany),* ***David Harmer*** *(IMS EMEA),* ***Pasquale Meyer*** *(IDG France),* ***Urs Flueckiger*** *(IDG Switzerland),* ***Joao Geirinhas*** *(Edições Expãnsa Económica, Lda. Portugal ),* ***Sergio Rizzi*** *(IDG Italy),* ***Sylvie Neuhoff*** *(IDG France),* ***Paul Shalet*** *(IMS EMEA),* ***Carlos Anadon*** *(IDG Spain),* ***Alfons Petfalski*** *(IDG Austria), Matthieu Brignone (Business Development Director, Novell EMEA),* ***Dominique Busso*** *(IDG France),* ***Christer Bjorkin*** *(IDG Sweden),* ***Adrian Jones*** *(IMS EMEA), Richard Gibbs (Xerox EMEA). Sitting from left:* ***Richard Buckley*** *(IMS EMEA),* ***Baiju Nakarja*** *(IMS EMEA),* ***Rick Van Dijk*** *(IDG Netherlands),* ***Philippe Mingori*** *(IDG France),* ***Rebecca Lewis*** *(IMS EMEA),* ***Sanna Araviita*** *(Oy Talentum Ab, Finland),* ***Malgorzata Brudniak*** *(IDG Poland).*

The two-day EAT meeting, held last November in London and attended by 38 IDG advertising sales managers and other executives representing IDG publications in 15 European countries — U.K., France, Germany, Sweden, Norway, Finland, Netherlands, Switzerland, Italy, Spain, Portugal, Poland, Czech Republic, Bulgaria and Austria — featured numerous presentations, both by various IDG personnel as well as representatives from some of IDG's largest European clients including IBM, Novell and Xerox.

EAT comprises ad managers from each IDG country office in the region and IDG Marketing Services' Client Services team. As part of an overall strategy to increase customer loyalty — and thereby spending — among IDG's largest advertisers in Europe, EAT aims to help the local IDG sales professionals across Europe integrate their efforts with those of IDG Marketing Services' Client Services team and provide a seamless European account management system for major decentralized clients. EAT meetings are held three times a year.

As a follow-up to Meers' presentation, Stephan Wajskop, managing director of the EMDS Group, which specializes in international recruitment, described a partnership his company had entered into with *Computerwoche* in Germany. As a media partner for EMDS's IT Futures Forum, which brings together selected graduates and young professionals with recruiters, *Computerwoche* will promote the event to its readers. In return, all advertising media for IT Futures will bear a *Computerwoche* logo and *Computerwoche* will make a presentation during the forum. *Computerwoche* will not only position itself as a key aid to job seekers, but will attract new readers, new companies looking to run recruitment ads, and increase the information it offers readers as EMDS will supply content including company contacts, interviews, statistics and graphs.

The 1998 IT Futures forum will take place in Brussels on April 21-22. Other IDG publications are invited to join the partnership along with *Computerwoche*. The *Computerwoche* contract is posted on the EAT database under active discussions.

Other highlights of the meeting included a discussion of how and why to adopt a rate-card policy. *PC Advisor* Publisher **Kit Gould** began the discussion by offering an overview of the amazingly crowded U.K. market where, he noted, his publication vies with some 200 IT titles for the hearts and minds — and ad dollars — of U.K. readers and vendors. *PC Advisor* Sales Director **Mark Foster** discussed the challenges of moving to a rate card policy in a market used to heavy discounts (including from his own publication!)

Among his key points:

### Why go to rate card?

- It is a clear message that gives strength to your title.
- It is fair.
- Success is real success and measureable in volume and real money — you cannot "buy" market share.
- The sales team spends more time selling than debating prices.
- It helps IMS to sell packages as price cannot be undercut locally.

### How to move to a rate card policy:

- Assess what the market will bear. *PC Advisor* has two distinct markets with very different price points and therefore introduced two rate cards, one for the front and another for the back of the book.
- Signal your intentions early; produce rate cards well in advance.
- Divide your client base into existing clients and new clients and treat them differently; new businees comes on rate card; current business goes into a rate protection plan (RPP).
- Bundle in loads of value-added services to "soften the pill."

The rate protection plan Foster outlined allows clients to slowly work up to full rate card prices. Over a maximum of three years, the advertiser will move from 40% to 60% to 80% to 100% of rate card. To benefit from the RPP, the client must keep advertising in every issue; if they drop out for more than two months, they lose their preferential trading terms.

**Richard Buckley**, strategic planning director at IMS EMEA, updated the group on research initiatives for 1998 which include Wave VIII of the Buying IT in the '90s series, The *Computerworld* and *Network World* subscriber studies

• CONTINUED ON NEXT PAGE •

IDG
INTERNATIONAL DATA GROUP

# Job Opportunities
## Monday, February 9, 1998

**Financial Controller/Business Manager (CHSG)**
IDG Channel Services Group seeks a successful financial leader with a proven track record in the publishing industry. The individual will have exceptional skills in managing all aspects of a computer publishing company's finance functions including: budgeting, accounting, forecasting, internal reporting, credit decision making, accounts receivable and analysis of new business and new contract proposals. The individual must have strong operational leadership running the finances of at least 25 million dollars and 100 employees and be comfortable interacting with all levels within the company. Requires a seasoned business/publishing professional with at least 10 years management and publishing experience. ***Location: San Mateo, CA***
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

**Marketing Assistant, Computerworld Careers (CW)**
The selected candidate will assist the daily marketing functions with the Professional Development group. Responsibilities include database list transmittals, involvement with producing promotional materials and mailings and special projects as assigned. The ability to work in a fast-paced environment, PC literacy and attention to detail a must. ***Location: Framingham, MA***
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Account Executive/Computerworld Marketplace & Card Deck (CW)**
Computerworld is looking for (3) Account Executives to sell advertising space in Marketplace and Card Deck. Responsibilities include prospecting for new business, and developing and maintaining relationships with clients to grow existing business. This is an exciting opportunity to be a part of fast-paced, team-oriented environment dedicated to rebuilding the Marketplace section and contribute to the continued growth of the very successful Card Deck operation. Ideal candidates will be PC proficient, have strong communication skills, be self-motivated, customer-focused and team oriented. Some travel to trade shows when appropriate. Knowledge and experience in the computer industry a big plus! ***Location: Framingham, MA***
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Sales Assistant/Computerworld Marketplace & Card Deck (CW)**
Computerworld is looking for a dynamic Sales Assistant who will be the "backbone" of the Marketplace/Card Deck department. Responsibilities include: providing support to the sales staff by preparing and sending media kits, preparing sales proposals and presentations, conducting follow-up calls to customers, maintaining the sales database, and gathering market and competitive information. This position will work closely with the department manager in providing general administrative assistance when required such as sales forecast reports and serve as a liaison with production. The ideal candidate will be extremely organized, detail oriented, able to juggle multiple tasks at once, be proficient in MS Word, Excel and Powerpoint. This team player will be a quick learner, possess excellent written and verbal communication skills, demonstrate initiate, and work cooperatively with others.
***Location: Framingham, MA***
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Research Analyst, Custom Information Access (IDC)**
IDC's Custom Information Access for IS organizations and Support Groups program is a service geared toward the IT information needs of the IS community. The program is designed to provide relevant research and inquiry support to its customer base. The analyst/account manager supports a defined account base through both proactive and reactive interactions with clients. The analyst's responsibilities include client account management, inquiry support, contribution to research deliverables, and custom projects as necessary. This person will be responsible for maintaining a knowledge of IDC products and key topics of interest to IS organizations. Candidates should possess good customer skills, and an understanding of the IT industry with specific knowledge on issues facing an IS organization. ***Location: Framingham, MA***
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idcresearch.com

**Senior Research Analyst, Corporate Computing (IDC)**
IDC's CCVV group is looking for a Senior Research Analyst to support customers who need to have user information on diverse market segments, especially industry specific analysis. The successful candidate should have very strong writing and communication skills and the potential to learn about demand-side research and the quantitative analysis of survey research results. Knowledge of database and statistical software is a plus. A basic knowledge of computer skills required. ***Location: Framingham, MA***
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idcresearch.com

**Payroll Administrator (IDG)**
Reporting to the Payroll Manager, the individual in this position will be responsible for a high volume of payroll and HRIS data entry. Additional responsibilities include payroll taxes. Prior experience in payroll processing required. Knowledge of payroll taxes helpful, but not required. Excellent customer service and organizational skills necessary. Must be proficient in spreadsheets and reports (prefer MS Excel) and have ability to work in a very fast paced environment with strong team orientation.
***Location: Framingham, MA***
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Administrative Assistant, Legal (IDG/B)**
To provide administrative support in the Legal Department. Assist Manager in assuring that all administrative tasks for the Legal department are completed accurately in a timely manner, and all inquires to the Legal Department are handled promptly and courteously. Phones, mail, faxes, correspondence and filing are some on the daily duties. MS Office is a must and ACCESS is a plus.
***Location: Foster City, CA***
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Manager of Technical Support (IDG/B)**
Responsible for leading a project to implement a helpdesk management system and establish the internal I.S. helpdesk. Your team will be responsible for the installation, operation and maintenance of the Foster City LAN, WAN communications, desktop and server systems, telephone systems, Internet services, and major desktop software. Specific responsibilities include voice and data communications site operations support, helpdesk operations, management of voice and data projects, operational documentation, and policy/procedures development. Ideal candidate will possess a BS/BA degree or equivalent work experience, 3+ years' experience in PC diagnostics, troubleshooting and support, proven management skills, excellent organizational, interpersonal and communication skills, experienced in working with users of various skill levels, and a strong commitment to customer satisfaction. Support of a multi-location environment with: MS WindowsNT Server, Windows95, MS-Office, MS-Exchange, Apple desktop systems, and a helpdesk management system preferred. ***Location: Foster City, CA***
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Billing Analyst (IDG/Games Media Group)**
Duties include data entry; preparing and generating reports; completing TRS (The Revenue System) adjustments; maintaining TRS database and daily interaction with sales staff. Must be a detail-oriented teamplayer who excels in fast-paced, dead-line driven environment. Previous TRS experience preferred. ***Location: San Mateo CA (relocating to SF in spring)***
Contact: L. Ching, Fax: 650-349-5279, Phone: 650-286-2595, Email: lching@gamepro.com

**Sales Associate (IDG/Games Media Group)**
Provide support to western region advertising sales department in all administrative facets of advertisement sales, including clerical/office support and customer service. Must be proactive, detail-oriented and able to work in deadline-driven environment. Previous experience in advertising/sales support strongly preferred. ***Location: San Mateo, CA (relocating to SF in spring)***
Contact: C. Aguilar, Fax: 650-349-5279, Phone: Multiple Sites, Email: caguilar@iftw.com

**Metro Career Specialist (IFW)**
InfoWorld is seeking an individual to coordinate the recruitment advertising function between clients, agencies, printers, and the in-house production, sales, and finance departments for three individual IDG publications (InfoWorld, Computerworld, and Network World). The individual will gather, enter, and track all data pertinent to the booking of Metro Career advertising for all three publications to include: heavy telephone contract with and in support of clients, agencies, and sales offices; maintain accurate sales records and reports for management; traffic all advertising - typeset, process AdSend ads, and troubleshoot digital ad files; layout the pages to meet the printing schedules and specifications of each publication. Strong organizational skills, a customer service attitude, and excellent phone manner required. Must be detail oriented, multi-tasking and able to perform well under the daily and weekly deadline pressures. Minimum 3 years experience in advertising coordination, desktop publishing, and general publication print and production. Extensive PC and MAC skills and a familiarity w/PDF file formats are essential. ***Location: San Mateo, CA***
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

**Account Executive/Inside Partner (IFW)**
The role of this position is to work in cooperation with the Regional Manager to achieve and increase page and revenue plans. The Account Executive/Inside Partner will assist in closing sales and adding value to existing business, using research and special opportunities. Also responsible for sales intelligence gathering prospecting/cold calling, and customer service.
***Location: San Mateo, CA***
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

**Circulation Director (IIS)**
This candidate will be responsible for all circulation strategy, including maintaining the circulation model, implementing the circulation strategy, and financial management. Other responsibilities include: managing the auditing process, source development, management of direct mail programs, management of fulfillment programs, promotions/testing and customer service and retention programs. Candidates must have experience with a weekly publication. Business publication and internet experience preferred.
***Location: San Francisco, CA***
Contact: S. Ginenthal, Fax: 415-442-0766, Phone: 415-978-3203, Email: shelly_ginenthal@macworld.com

**Director of International Accounts / East (IMS)**
Rapid growth and the ever increasing emphasis by IT vendors on global marketing present the opportunity for an international advertising sales position in the Framingham-based Eastern US region. Given the challenging responsibility of representing the advertising sales interests of over 275 indigenous IT magazines and newspapers across 75 countries, candidates for the position must have proven ability to manage multiple priorities in an extremely time sensitive, fast paced multi-tasking sales environment. In addition to ROP sales responsibilities the DIA will be on the front line of reinforcing IDG as the world's largest and most successful provider of information services on information technology. Foreign language ability and successful international advertising sales experience for a multiple title publisher a definite plus. International diplomacy and excellent communication skills are a must.
***Location: Framingham, MA***
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

**National Accounts Analyst (IMS)**
IDG Marketing Services has an immediate opening for a National Accounts Analyst. This motivated, well-organized individual will construct multi-publication advertising proposals, evaluate page rates, develop negotiation strategies with publications, analyze competitive investments, and establish relationships with clients and agencies. To succeed in this fast-paced, dynamic environment, qualified candidates will possess the following essentials: superior quantitative, analytical and written & oral communication skills; assertiveness; professionalism; an interest in the high-tech industry; an entrepreneurial spirit, and strong attention to detail. BA/BS and 2 years of related professional experience required. ***Location: San Francisco, CA***
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

**Copy Editor (PCW)**
PC World seeks a detail-oriented wordsmith to edit manuscripts for style, clarity, consistency, tone, logic, and liveliness. The individual will also manage assigned articles and art elements through all stages of production to ensure on-time delivery. Ideal candidates will have 3 years of copy editing experience at a magazine; the ability to prioritize and manage multiple tasks; and excellent judgment. Familiarity with the Mac, Quark, Word, Excel, and the Web a big plus. ***Location: San Francisco, CA***
Contact: K. Stein, Fax: 415-442-1891, Phone: 415-974-7362, Email: kimberly_stein@pcworld.com

**Associate Publisher, PCW OSG Advertising Sales (PCW OSG)**
Based in the San Francisco office of PC World Online, this position will supervise the sales and marketing staffs of the PCW Online Services Group. Manage the sale of advertising and the development of sales strategy for PC World Online, TipWorld, Dummies Daily, and the IDG Games Network. The Associate Publisher will also personally manage major national accounts. The ideal candidate will have 5-10 years of senior sales experience in the computer publication space, at least 3 years of prior sales and marketing management experience, and a strong understanding of the issues and complexities associated with online advertising.
***Location: San Francisco, CA***
Contact: T. Gewecke, Fax: 415-442-1891, Phone: 415-978-3153, Email: thomas_gewecke@pcworld.com

**West Coast Advertising Director, PCW OSG Advertising Sales (PCW OSG)**
Based in the San Francisco office of PC World Online, this senior sales position will be responsible for managing major accounts on the West Coast, and for supervising the West Coast sales team. The ideal candidate will have 3-5 years of senior sales experience in the computer publication space, and a strong understanding of the issues associated with online advertising.
***Location: San Francisco, CA***
Contact: T. Gewecke, Fax: 415-442-1891, Phone: 415-978-3153, Email: thomas_gewecke@pcworld.com

**Places to find a complete listing of job opportunities across IDG:**

- **Lotus Notes - Job Opportunities Database**
- **IDG Central - http://idgcentral.com**
- **IDG Web Site - http://www.idg.com**
- **Job Hotline - MA: 508-935-4406 PCW/Macworld/Publish: 415-978-3100**
- **The World Update on the last Monday of every month.**

# IDG Institute Aims to Strengthen Leadership, Foster Synergies

"What I enjoy most about the Institute is being exposed to the best and brightest minds in this company."

This and other rave reviews were collected from 26 high-level IDG and IDC executives from the U.S., U.K. and Spain after the second IDG Institute concluded last fall in Dedham, Mass. First held in June 1996, the Institute is a four-day executive-preparation program designed to address areas that business-unit presidents identified as crucial to the success of their unit and their success as leaders.

The agenda for IDG Institute II was designed by Vice President of Corporate Human Resources **Tom Mathews** and Martha Stephens, president of Green Leaf Consulting Group, Inc. Sessions included "New Venture Development and Management," "Negotiations/Conflict Management," "Executive Development for Yourself," and "What it Takes to be a Chief Encouragement Officer," the latter presented by IDG Chairman **Pat McGovern**.

"The presenter list is really split between inside and outside presenters," Mathews noted. "The outside presenters consumed more of the schedule this year. However, it is still important for the attendees to hear from our Executive Committee members and other executives. Strategy, vision, competitive situation, new initiatives and such can never be over communicated."

**BEANIE BABIES?? FROM LEFT: TOM MATHEWS, CATHY O'LEARY HAYES, VICKI BROWN,** ***Julie Lynch, Gigi Wang, Lew McCreary, Keith Henry, Ada Yim, Michael McCarthy, Philippe de Marcillac, Bill Reinstein, Steve Moylan, Thomas Gewecke, Sandy Reed, Gini Talmadge, Gene Gable, Ron Milton, Brenda McLaughlin, Stephen Daniels, Phil Lemmons, Anne Armstrong, Alvaro Morenes, Jeff Edman, Matt Smith, Greg Mason, Susan Perry, Evilee Thibeault*** *and Martha Stephens.*

According to Mathews, there was "intense" interest among the participants in finding "more and better ways to leverage IDG's resources. We all see the resources that exist, and everyone agrees that nobody can compete with IDG. The trick is finding ways to pull the resources together, which can be difficult in our decentralized structure."

### Closer collaboration

**Lew McCreary,** *CIO* editor-in-chief and publisher, concurred. "One of the things I greatly enjoyed was the opportunity to have a free-form conversation with colleagues about closer collaboration. IDG's culture of decentralization doesn't lend itself to that. We became extremely animated about being open to some of those opportunities and recognized that in some areas getting together with one of more business units may make sense.

"We all chronically moan about wanting to apply what we learn and talk about at the Institute," McCreary continued. "Then once we get back to our offices we get inundated with the day-to-day things. [The Institute] is a networking opportunity for people who are balkanized within their own business units."

IDG Institute participants are nominated by IDG's Executive Committee and business unit presidents. "We are trying to hold [the Institutes] every 12 to 18 months," Mathews said.

"The caliber of the participants is incredible," Mathews said. "This year the participants completed a 360-degree feedback instrument. On every single factor, the class as a whole scored above average when compared with the database of thousands of [non-IDG] instrument takers/participants from around the world. That fact speaks volumes about the talent we have in our organization!" Mathews said.

• *continued from previous page* •

and the PC World Brand Awareness survey. Wave VIII of the Buying IT series will focus on the hot topic of the year for IT manufacturers: the small and medium enterprise (SME) marketplace. The research will cover the U.K., France, Germany, Italy, Sweden, Poland and Russia and focus on the purchase process, the role of brand, routes to market, the impact of the Internet and e-commerce, demographics and training.

The *Computerworld* subscriber study will be undertaken in 16 countries, and the results will be available this month. The *Network World* subscriber study will focus on 10 countries with results available in April.

The PC World Brand Awareness survey, which goes into more depth than the subscriber studies, is designed to promote the strength of the PC World brand across Europe and will provide IDG with a strategic marketing tool to demonstrate to advertisers the importance of the brand and market position within Europe.

*For more information regarding EAT, contact* ***Florence Schmit*** *at florence_schmit@idg.com.*

# NOTEWORTHY

### PROMOTIONS

In a dual promotion, *Network World* has named Regional Managers **Sandra Kupiec** and **Tom Davis** advertising directors, western region and eastern region, respectively. With *Network World* for more than 10 years, Kupiec "has increased our West Coast market share and pages considerably, while simultaneously establishing an incredibly solid sales team in her region," said **Carol Lasker**, *Network World* associate publisher. "Tom has increased our market share, pages and revenue on the East Coast" in just over 18 months, while designing and implementing an internal account executive training program.

### NEW EMPLOYEES

RUIZ-HERNANDEZ

International Account Representative **Luisa Ruiz-Hernandez** comes to International Marketing Services in San Francisco from T.O.A. Electronics, where she was the Latin America sales and marketing coordinator and managed shipments from Japan to the Americas. A native of Madrid, Spain, she has a B.S. in international business from the College of Notre Dame in Belmont, Calif., and enjoys film, skiing and traveling.

**Phil Worthington** gives up his four years as an editorial freelancer to join IDG Books in Indianapolis as a copy editor. He earned a B.A. in philosophy from Franklin College of Indiana and enjoys "reading, sports, games, reading, thinking, talking, reading, driving, visiting."

Previously with Macmillan Computer Publishing, **Colleen Williams** joins IDG Books in Indianapolis as a project editor, where she will development and manage book projects. Colleen has a B.A. in journalism from Indiana University.

**Faith Pasternak** comes to Internet Commerce Expo as customer service administrator from Chrysalis, a marketing communications and event management firm. She attended Northern Virginia Community College in Annandale, Va., and pursues "having a life" outside the office.

**Chris Murphy** leaves his position at MidAmerica Research as a research analyst to join IDC as a PC pricing analyst. He earned an economics B.A. from the University of Michigan and, as a football fan, is especially proud of his alma mater's recent Rose Bowl victory and national championship.

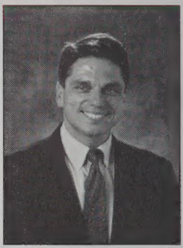
Also joining IDC is **Kevin Kane** who will work as a inquiry analyst in the Peripherals and New Media group. His most recent position was as a research analyst with Press Access, Inc. He has a B.A. in sociology from Trinity College likes to ski, hike and camp.

After making the cross-country move from San Francisco, **Tanya Gump** is now a senior human resources representative with IDG in Framingham, Mass. She comes from Wired Ventures, Inc., where she managed employee benefit programs and relations issues. With a B.A. in communication studies from Sonoma State University in Rohnert Park, Calif., she enjoys tai-chi, movies and exploring New England.

**Heather B. Shankey** joins PC World's Rochelle Park, N.J., office as an administrative assistant, coming from D.T. Allen Contracting Co., where she was an executive administrator and marketing coordinator. In her spare time she likes to work out.

BELMONT

**Daniel Belmont** has signed on with IDG World Expo as a senior vice president of business development and sales. Formerly with Reed Elsevier, where he was vice president of electronic media, Daniel earned a B.S. in computer science from St. Johns University in Jamaica, N.Y. He is in the process of adopting his third child.


SPARKS

*Computerworld*'s new district sales manager for the Los Angeles region is **Jason Sparks**. He was previously Mag Inovision's vice president of marketing and sales. Outside the office he enjoys aerobics, art and opera.

*Network World* recently hired **Monica Brunaccini** as director of human resources. She previously held the same position at Children First, Inc. She can hang on her wall a B.A. in sociology from Regis College in Weston, Mass., an M.B.A. from Babson College in Wellesley, Mass., and a Human Resources Certificate from Bentley College in Waltham, Mass. Outside the office she like tennis, cooking and music.

**Kristin Ashton** is *Network World*'s new sales assistant, coming from the Texas Association of School Business Officials, where she was a workshop/conference assistant. She earned a B.A. in music from Southwestern University in Georgetown, Texas, and an M.A. in psychology from the University of Mary Hardin-Baylor in Belton, Texas. She performs in a music group, likes song-writing and is the proud owner of a Paul Reed Smith guitar.

### TRANSFERS

**Kara Murphy** moves from her position as event manager at the InfoWorld Conference and Media Group to become IDC's group marketing manager, where she will manage marketing communications and event logistics for the Communication and Services group. She is a graduate of the University of Colorado in Boulder and the Denver University Publishing Institute. She likes mountain biking, sailing and hiking. "Moving from San Francisco to Boston gave me the opportunity to drive cross-country, stopping in some fabulous spots!" she said.

### NOTEWORTHIES WANTED

*All business units are welcome to send information for the Noteworthy section to: world_update@idg.com.*

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**TWENTY-THREE YEARS**
Joanne Oteri - Computerworld

**EIGHTEEN YEARS**
Kim Pennett - Computerworld

**SEVENTEEN YEARS**
Joanne Boiardi - Computerworld

**SIXTEEN YEARS**
Magdalena Axelsen - IDG Denmark

**FIFTEEN YEARS**
Charlotte Ziems - InfoWorld
Carl Marchi - Computerworld

**FOURTEEN YEARS**
Iris Clench - IDG Australia
Wes Nihei - IDG Games Media

**THIRTEEN YEARS**
Libby Levinson - IDG
Patty White - Computerworld

**TWELVE YEARS**
Deb Goldstein - IDG List Services

**ELEVEN YEARS**
Kathryn Taplett - Computerworld
Magdalena Zabala - IDG Spain
Olga Fernandez - IDG Spain

**TEN YEARS**
Kevin Burns - IDG
Laura Brady-Sears - IDG
Margaret Scullion - IDC U.K.
Greg Pinsky - Computerworld
Ellie Heishman - Mac Publishing

**NINE YEARS**
Lucy Chaudhuri - IDC U.K.
George O'Conner - IDC U.K.
Ellen DiMatteo - PC World
Martha Katt - Mac Publishing

**EIGHT YEARS**
Bob Garza - InfoWorld
Kimberly Smith - Computerworld
Alvaro Morenes - IDG Spain

**SEVEN YEARS**
Deborah Brennan - IDG
Christopher Flynn - Computerworld
Gunn Bergheim - IDG Norway
Rosa Mª Martin - IDG Spain
Thomas Christensen -IDG Denmark

**SIX YEARS**
Anthony Calamaro - FCW
Lynn Palmquist - CIO
John Gilsenan - IDC U.K.
Alison McKenzie - IDC U.K.
Sarah Weeks - IDC U.K.
Joyce Gillis - Computerworld
Gloria Ciolek - Computerworld
Jacqui DiBianca - Network World

**FIVE YEARS**
Fiona Macrae - IDC U.K.
John Mulcahy - IDC U.K.
Terry Ernest-Jones - IDC U.K.
Jana Madejova - IDG Czech.
Josef Kalasek - IDG Czechoslovakia

**FOUR YEARS**
Edward Valente - IDG
Mary Rebecchi - IDG
Elizabeth Hecht - CIO
Nick Van Cleve - PC World
Nicholas Kaufmann - IDC

**THREE YEARS**
John Hesmath - IMS
Julie Lynch - IDG
Kathy Burrows - IDC U.K.
Eric Owen - IDC U.K.
Nancy Taylor - IDC U.K.
Svetlana Albinder-IDG Central Svs.
Angela Prodromou - IDG Australia
Michelle Chan - IDG Hong Kong

**TWO YEARS**
John Broderick - InfoWorld
Renee Gotcher - InfoWorld
Karen Fogerty - CIO
Molly Higgins - IDG
Sherry McInroy - IMS
Helen Chambers - IDC U.K.
John Bosso - Computerworld
Gevin Shaw - Mac Publishing
Vaughn Weeks - IDC
Marcus Wilkinson - Macworld U.K.
Süleyman Toker - IDG Turkey
Halil Göktas - IDG Turkey
Emil Abirascid - IDG Italy

**ONE YEAR**
Jeffrey Langkua - FCW
James Niccolai - IDG News Service
Danielle Bianchi - CIO
Tony Hunt - Web Publishing
Robert Joudanin - Publish
Mathew Heath - IDC U.K.
Beate Karl - IDC U.K.
Matt Turner - PC World
Mike Hill - PC World
Elliott Kirschling - PC World
Andrea Dudrow - Mac Publishing
Timothy Connors - IDC
Jean-Luc Gonzales - IDG France
Pat Josefek - Network World

## *PC World Philippines* Set to Welcome Attendees at Worldwide Product Line Meeting

**THE EDITORIAL TEAM BEHIND PC WORLD PHILIPPINES, COMPUTERWORLD** *Philippines, Click! and The Web Philippines takes a break from its annual planning session to pose for a photo in front of the Makati skyline. Makati, the financial district of the Philippines, will be the site of the PC World worldwide product line meeting April 1-3.*

## CELEBRATING 10

# Terri Schafer

**HOME:** Natick, Mass.

**JOINED IDG:** August 1987 as advertising billing supervisor at *Computerworld.*

**CURRENT TITLE, WHAT JOB INVOLVES:** Financial Operations Manager. I report to the senior vice president of finance. My main responsibility is to be sure the books close on time and on plan (or at least at forecast). Some of my other responsibilities include: management of the advertising billing function, acting as a liaison between IDG accounting and *CW* and processing commissions for our sales force.

**MOST CHALLENGING PART OF YOUR JOB:** To meet monthly closing deadlines and bring us in at plan or forecast while adhering to GAAP [generally accepted accounting practices].

**BEST WAY SOMEONE COULD COMPLIMENT YOU ON YOUR WORK:** Just say thank you!

**INTERESTS OUTSIDE THE OFFICE:** Aerobics, skiing, hiking, biking and reading.

**FAMILY:** My husband Richard and I have two daughters — Jamie, age 8, and Corey, age 6.

**DREAM DESTINATION:** The Swiss Alps to ski for a week.

**FIRST JOB?** Upon graduation from college, I went to work for my in-laws who owned a market research company. They had me start up an in-store food demonstration division for them.

**BEST BOOK READ IN THE PAST YEAR?** *Angela's Ashes* by Frank McCourt.

**IDG CHAIRMAN PAT McGOVERN ESCORTS COMPUTERWORLD'S *Terri Schafer*** *to dinner at Boston's Ritz-Carlton in honor of her 10 years of service to the company.*

**WHAT ACCOMPLISHMENT AT WORK ARE YOU MOST PROUD OF?** I was the test guinea pig for IDG when IDG IS was writing the TRS billing system. I think the system is working pretty well for all of IDG.

**YOUR IDEA OF A PERFECT WEEKEND?** Hiking and/or biking in the northern New England mountains with my husband.

**MANAGER'S PROFILE:** "Whoever coined the phrase 'can-do attitude' was clearly referring to Terri. In the 10 years I've worked with her, she has always approached her work in a positive and professional manner. All of us hope Terri is around for at least another 10 years."

- ***Matt Smith**, senior VP, finance, Computerworld*

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 80 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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February 16, 1998

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IT HAS A NEW NAME, BUT THE U.S. PUBLISHING INSTITUTE KEEPS MPI'S GOALS
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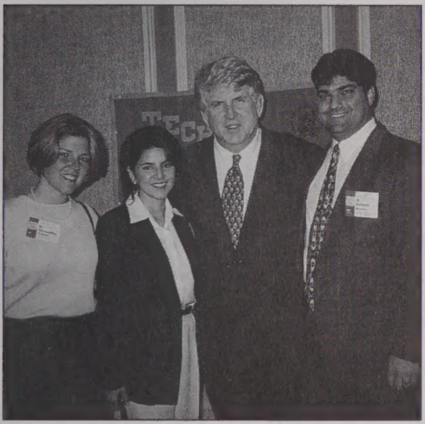
IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

# MIT/IDG Internet Futures Tour Takes Off



**IDG MARKETING SERVICES STAFF** *joins* ***Bob Metcalfe*** *at the Internet Futures talk in Miami. (Left to right): Director of International Accounts* ***Alessandra Glahome****, Director of International Accounts* ***Elba Intriago****, Metcalfe and Vice President and Associate Publisher* ***Gilbert Manresa****.*

**Bob Metcalfe**, IDG's vice president of technology and proud purveyor of punditry, embarked on the MIT/IDG 1998 Internet Futures Tour last month. Beginning with Washington, D.C., on Jan. 13, Metcalfe will visit 17 cities worldwide to share his thoughts on the destiny of the Internet and the World Wide Web,

• CONTINUED PAGE 5 •

# *CW*, *IW*, *NW* Launch Joint Recruitment Ad Program

## Collective audience is more than two million readers

IT recruitment advertisers looking to fill a position can now place one ad in three IDG publications simultaneously, thanks to the Recruitment Enterprise Newspaper Network (ENN).

Recruitment ENN was established by *Computerworld*, *Network World* and *InfoWorld* in December to create an effective way for advertising clients to reach a large and qualified audience of IT professionals.

The ENN plan is a simple one. By signing a minimum 12-times frequency agreement with each publication, an advertiser gets a 10% discount when any recruitment ad is scheduled to run in all three.

"We tailored [ENN] to be a cooperative effort between the three books," said **Dodi Rabinovitz**, *Network World*'s senior sales director/recruitment. "It's still fairly ambiguous; there are no strict guidelines. Depending on how flexible the book is, you'll get a discount."

While the joint-publication concept has existed on paper within IDG for some time, according to **John Corrigan**, *Computerworld*'s vice president/recruiting, this is the first time it's been applied to recruitment ads. "We've taken a concept, put our spin on it and made it our own," he said. "It's working, and we've already got signed contracts.

"The advantage this gives the three publications is the opportunity to really serve a client and target the largest concentration of IT professionals through one buy," Corrigan continued. "The biggest challenge we face is, as always, the daily newspapers, which are the default medium for recruitment. They are also the most inefficient way to reach an audience — buckshot vs. a high-powered rifle. All of our sales forces promote ENN as a tool. When advertisers are approached they are asked to think of placing an ad in all three pubs."

IntelliQuest figures, according to Corrigan, add up to over two million readers for the three IDG books.

"To give clients maximum flexibility, they can run individual ads in each publication, matching their needs to our strengths," Corrigan said. "While most advertisers will run the same advertisingacross all three of us, there

IT Careers

NETWORKING CAREERS

ENTERPRISE CAREERS

• CONTINUED PAGE 5 •

# IN BRIEF

## IDG.NET ANNOUNCES NEW DAILY NEWSLETTER SERVICE

**IDG.net (http://www.idg.net) the global gateway to 210 IDG Web sites, has a new daily newsletter service, *Top Stories From the Pacific Rim*. The English-language newsletter delivers the latest IT news from IDG publications in Australia, Hong Kong, Malaysia, New Zealand and Singapore to registered users' e-mail boxes.**

**The newsletter is offered in partnership with TipWorld (http://www.tipworld.com), part of the PC World Online Network.**

## IDG/IDC Entertain Clients at Comdex Latin America

Clients attending Comdex Latin America Dec. 9-11 in Miami found a number of different ways they could mix and mingle with IDG staff.

On the show floor, IDG had a booth featuring IDG publications in Central and South America and the Caribbean.

Nearby, IDG's first Comdex Cafe in Miami, adorned with banners of various IDG publications, attracted customers who wanted to relax with coffee, pastries and conversation.

On Dec. 10, 250 people (100 more than the confirmed number) flocked to a party co-sponsored by IDG and IDC, far exceeding the smaller-scale effort last year. Country managers from Latin America were among the attendees.

**ABOVE:** *Clients and IDG and IDC staff mingle at the Yucca Restaurant.*

**LEFT:** *IDG Marketing Services staff (left to right)* ***Gilbert Manresa, Gloria Gonzalez, Frank Cutitta, Alessandra Glahomme*** *and* ***Elba Intriago.***

## Winners Named in Webby Awards Ticket Giveaway

Leslie Fincke, online advertising coordinator for the IDG Global Web Ad Network in San Francisco, and **Phil Tavares**, online development editor at IDG Books Worldwide in Foster City, Calif., are the winners of a random drawing for two tickets to the Webby Awards on March 6. The sold-out awards event at the Palace of Fine Arts Theater in San Francisco honors the best creative and innovative Web sites of the year. For more information go to <http://www.webbyawards.com>.

## SHORT TAKES

***Publish Israel* will take the place of *Macworld Israel*** beginning this month. Licensee Olamot Media decided that there was not enough market demand for the stand-alone Mac publication, which first appeared in August 1996. The final issue appeared in January. *Publish Israel* will begin as a bi-monthly title and will include a Mac section.

■ ■ ■ ■ ■

**ExecuTrain of Jakarta was recently named** the best Microsoft Authorized Training Centre (ATC) for the fiscal year 1997-1998. Chosen from a total of 13 Microsoft ATCs throughout Indonesia, this prestigious award was based on ExecuTrain of Jakarta's achievement for overall quality, student satisfaction, certification of instructors and other related criteria.

■ ■ ■ ■ ■

**ExecuTrain of Milton Keynes** (located outside of London) recently acquired the entire education division of Unisys-Europe to expand ExecuTrain's technical training business. The decision to join its non-proprietary business with ExecuTrain followed a review by Unisys to find the best provider of high-quality training services that can keep pace with U.K. customer requirements for support in the fast-moving IT industry.

■ ■ ■ ■ ■

**The first IDG Books title** to appear on *The New York Times* bestseller list is *Windows 95 For Dummies*, which was No. 10 in the "How-To" category on Jan. 25 and, on Feb. 1, captured the No. 8 spot in the "How-To" category and No. 3 in the "Business Bestsellers" category.

# ON LINE

**JEFF DEBALKO**

*The president of IDG Global Communicatinos is this week's columnist. Part 1 of his column appeared Feb. 9.*

**Q I've heard that IDG is moving away from Lotus Notes. Is this true? Our business unit is about to adopt it, and we don't want to make a huge mistake.**

A Well, like everything at IDG, that kind of decision is made at the business unit level. I can tell you that there are more than 60 IDG business units using Lotus Notes with more than 2,200 clients installed. Notes is being used for e-mail, intranets, and Web site hosting using Domino technology. Some of the more significant applications are at InfoWorld, where they have an excellent sales management system; IDG Denmark where they use it for editorial tracking and sales reporting; and the IDG News Service where both their Web site and editorial workflow system are based on Notes.

At IDG Global Communications, we use Notes/Domino internally and offer Notes/Domino-based services for our customers. IDG Central, (IDG's intranet) is currently based on Domino, which has worked very well for us and has allowed us to add new content to the site much more quickly than we could in a traditional Web environment. We intend to add non-Notes/Domino components to the site in the near future, however, to take advantage of Web technology that Domino does not currently support.

For our customers, we offer Notes mail client hosting, Notes database hosting, Notes/Domino development and Web site hosting using Domino. We also offer traditional Internet mail client hosting and SMTP domain services as well, and in fact, that is one of the fastest growing areas of our business as we continue to add customers who don't have the need for a Notes-based solution to their communication needs.

As far as the future of Notes goes, I think it will be around for quite some time. There have been many "Notes killers" announced over the past few years (Netscape Communicator, Novell Groupwise, Microsoft Exchange), but all have found it very difficult to match the product features that Notes has been successful with for many years (security, administration, replication and application development). In addition, the decision by Lotus/IBM to embrace many of the Internet's standards in future versions of Notes has made it much more competitive in the marketplace against traditional Web solutions.

The question of whether you should implement it for your business unit depends on many things but you should *not* do it just because you think it is an IDG "standard"; it is not. Depending on your needs, Notes/Domino may be a very inappropriate and expensive choice. For example, if your primary need is for e-mail, you do not need the complexity of Notes and would be better off with some of the off-the-shelf e-mail packages like Microsoft's or even a simple Internet mail client like you would find in Explorer or Navigator. Also, if you are building a sophisticated Web environment, you may not find all the tools you would like to use to be available in Notes/Domino. It may also be difficult to find experienced Notes support staff, which you may need, as this is not a product that runs by itself.

However, if you are in need of an enterprise-wide e-mail solution, sophisticated workflow applications, an easy-to-manage Web site, or need to interact with other Notes sites, Notes/Domino may be the right solution for you.

**I've heard that you are working on a global telecommunications project for IDG. Is this true and if so, what's it all about?**

Yes, we are currently engaged in several activities in this area. First of all, we are doing an analysis of all telecom and datacom expenditures in the U.S. to be followed by a worldwide analysis. Our goal here is twofold. The first is to get a good understanding of what types of services are being used by IDG and its business units and what are the specific expenses involved. Secondly, we are looking for areas where IDG business units might work together to leverage IDG's overall size and total expenditures with major vendors to reduce costs IDG-wide while allowing individual business units to maintain full autonomy over their local service issues.

For example, in 1997, IDG spent more than US$4,000,000 on telecom and datacom services in the U.S alone. This total amount was spread fairly evenly across four major vendors, severely limiting the individual leverage with any single vendor. In addition, there are multiple contracts with single vendors reducing the total volume per contract even further, which results in smaller discounts and higher overall expenditures for individual business units. At the very least, we would like to work with individual business units that share the same vendor to leverage IDG's total business with that vendor, which will result in lower per-unit costs without increasing contractual commitments.

We see this as a very realistic short-term goal that could save IDG hundreds of thousands of dollars in the U.S. alone. Longer term, we feel that increased global competition in the telecom/datacom industry combined with IDG's global size and structure puts us in a very good negotiating position that will translate into significant cost reductions for IDG worldwide.

*Jeff DeBalko may be reached via e-mail at: jeff_debalko@idg.com. IDG's intranet, IDG Central, is located at: <http://idgcentral.com>. If you do not currently have a password, send your name, business unit, e-mail address and preferred password to globalcomm@idg.com.*

# The Who/What/When/Where/Why of the USPI

*IDG's Management Publishing Institute went through some significant change in recent months, starting with its name. In late 1997, management of the newly rechristened United States Publishing Institute (USPI) passed from* ***Tom Mathews****, vice president of corporate human resources, to — on the East Coast — IDG Training Manager* ***Julie Lynch*** *and Director of IDG Human Resources Services Division* ***Patty Reilly*** *and — on the West Coast — InfoWorld Senior Vice President, Administration* ***Donna Vieraitis****. Despite the changes, the goals of the three-day program remain the same: to increase the participants' understanding of publishing from a whole business perspective. The program continues to serve as both a learning opportunity and a vehicle for recognizing excellence in IDG's star performers.*

IDG World Update *talked to Lynch about USPI's changes and its November 1997 edition, which received a 4.9 rating out of 5 from its participants, one of the highest "Overall" scores recorded.*

**FALL 1997 USPI PARTICIPANTS** *(Top row):* ***Michael Parsons****, InfoWorld. (Middle row):* ***Kevin Fogarty****, Computerworld;* ***Joachim Herbert****, IDG Germany;* ***Steve Klett****, PC Games;* ***Gail Odeneal*** *(presenter), CW;* ***Wally Palmer****, IFW;* ***Andreas Uiterwijk****, FCW;* ***Ken Fuller****, IDG;* ***Bob Pinchon****, IDG New Zealand;* ***Paul Mercer****, NW;* ***Shogo Kawamura****, IDG Japan;* ***Carolyn Wong****, Web Publishing;* ***Stu Needels****, IDG;* ***Susan Watson****, CIO;* ***Suzanne LePage****, IPS;* ***Piper Fowler Sheer****, CW;* ***Robert Thirlwell****, IDG Australia. (Seated):* ***Michael Carroll****, PCW;* ***John Stein Monroe****, FCW;* ***Mary Rebecchi*** *(USPI coordinator), IDG;* ***Patty Reilly*** *(co-facilitator), IDG;* ***Nancy Miller****, PCW Online. (Not shown):* ***Ann Roskey****, NW;* ***David Beynon****, IDG Australia;* ***Diane Rycek-Rae****, IMS;* ***Jocelyn Ritchie****, PCW.*

**Q Why the change in management from Tom to you, Patty and Donna?**

A Well, it could be because he could never get a 5-out-of-5 rating for the program and we can! Actually, it was passed along for a couple of reasons. First, when Tom's role in the organization changed to VP of IDG's Corporate Human Resources, he became directly responsible for higher level programs. Second, as the training manager role evolved, I was given the opportunity to take on more responsibility. USPI gets me in the trenches with the business-unit management teams and helps me identify other training needs in the organization.

**How many nominations do you average per session?**

We average more than 31 nominations per session. Up to two from each business unit are accepted, depending on the space available. Generally, 20 to 22 nominees are accepted for each session.

Every business unit president and country manager receives an invitation to submit nominees. Though the USPI is publishing-focused, we attract participants from all business units by offering topics of general interest as well, such as financial management, IDG culture, etc. The USPI is usually held on the West Coast in the spring and the East in the fall.

**Now that you've started doing international PIs, do you have to be a U.S. employee to attend USPI? Can U.S. employees attend other PIs?**

All the regional PIs are open to all business units worldwide regardless of location. We have a location [Budapest] and dates [June 17-19, 1998] for the next European Publishing Institute.

**How do you rate the participants' pre-program "understanding of publishing from a whole business perspective" in order to gauge the increase (or decrease) at the end of the USPI?**

This is a subjective measure of the participants' own assessment of their understanding of publishing. At the beginning of the program, we ask participants to "rate your understanding of publishing from a whole business perspective" on a scale of 1 to 5, 1 being poor.

We then ask the same question at the end of the course and calculate the movement of the aggregate scores. We make sure to back up this measure with verbatim answers. Participants may rate themselves a "4" in their understanding of publishing at the beginning, but by the end of the course they realize they didn't know as much as they thought and should have rated themselves, perhaps, a "3." (We hear this one fairly regularly.)

**How do you get your speakers?**

USPI presenters are IDG business unit presidents, publishers and functional heads. We've been lucky to have access to such a charismatic and generous bunch who not only do a great job but are willing and eager (OK, so maybe not always eager) to spend some time updating

• CONTINUED NEXT PAGE •

# JOB OPPORTUNITIES
# MONDAY, FEBRUARY 16, 1998

**Senior Applications Developer (IDG Global Comm.)**
The individual in this position will manage applications development projects for IDG Global Communications customers worldwide. Responsibilities include: working closely with the IDG Global Communications development staff and end users to develop specifications; building the applications using Lotus Notes, HTML, and other 4GL/object-oriented application development tools; managing the distribution of the applications via Notes and the web; and providing technical support as needed. The successful candidate will have 3-5 years of programming and analysis experience. Proficiency with Lotus Notes' macro and script language is highly desired as is knowledge of Lotus' Domino web publishing technology and tools such as Visual Basic and Visual C++. The candidate must have experience with one or more RDBMS/OODGMS products such as Oracle, Sybase, Informix, and CA/Ingres as well as proficiency with PERL, Tcl (cgi) and SQL. Knowledge of and/or experience with HTML, ODBC, JDBC, Illustra, CGIs, Java and common web scripting languages is highly desired as is knowledge of digital distribution/streaming media technology like Xing (Steamworks) Progressive Networks (Real Video), Vextreme, Mbone or Real Media. Candidate must possess excellent interpersonal and problem-solving skills, be incredibly resourceful, have the ability to work well as a member of a team, and above all, have a desire to work in a fast-paced challenging environment. ***Location: San Mateo, CA***
Contact: D. Garza, Fax: 650-524-5730, Phone: 650-524-5701, Email: diana_garza@idg.com

**Applications Developer (IDG Global Comm.)**
The individual in this position will develop applications for the Notes/Domino based IDG intranet as well as for IDG Global Communications customers worldwide. Responsibilities include: working closely with users to develop specifications; building the applications using Lotus Notes, HTML, and other 4GL/object-oriented application development tools; managing the distribution of the applications via Notes and the web; and providing technical support as needed. The successful candidate will have 1-3 years of programming and analysis experience. Proficiency with Lotus Notes' macro and script language is highly desired as is knowledge of Lotus' Domino web publishing technology and tools such as Visual Basic and Visual C++. The candidate must possess excellent interpersonal and problem-solving skills, be incredibly resourceful, have the ability to work well as a member of a team, and above all, have a desire to work in a fast-paced challenging environment. ***Location: San Mateo, CA***
Contact: D. Garza, Fax: 650-524-5730, Phone: 650-524-5701, Email: diana_garza@idg.com

**Programmer/Analyst (IDG)**
The Corporate IS department seeks a high energy, motivated individual to help support IDG's Corporate Financial Systems and the various business units which contribute to them. Responsibilities include: developing and maintaining financial systems as well as working on varied and challenging projects including the implementation of a new financial billing system. The ideal candidate will posses a bachelors degree in business or information systems and a strong interest in programming. Excellent problem solving, communication, decision making, and planning skills required. Familiarity with the following is helpful, but will train the right person: Visual Basic, 4GL, OpenVMS, Word, Excel, PC, relational databases, object oriented programming, and understanding of basic accounting principles (AR, AP, GL, fixed assets, billing). ***Location: Framingham, MA***
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Marketing Communications Specialist (IDC)**
The start-up Conference and Events group at IDC is looking for a Marketing Specialist. Primary responsibilities will be to market conferences via direct mail, Internet, telemarketing, and any other appropriate method. Strong direct mail skills are required, including writing, list selection, management and production. Experience in the IT industry is strongly preferred. The successful candidate will be a self-starter and able to manage multiple projects simultaneously. This is an excellent growth opportunity with the ability to participate in all aspects of a start-up operation, including event management. ***Location: Framingham, MA***
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

**Client Services Representative - Major Accounts (IDC)**
This individual will be responsible for addressing customer service needs and collaborating with Sales Representatives to acquire and maintain customer accounts. The ideal candidate has strong organizational skills and the ability to handle multiple projects and tasks. Knowledge of Microsoft Office/Windows95 required, Lotus Notes experience desirable. 1-5 years experience in a sales support or customer service environment. ***Location: Framingham, MA***
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

**Research Manager, Server Quarterly Tracker (IDC)**
IDC's Commercial Systems & Servers program has a top flight opportunity for the right individual to track worldwide market data in the dynamic server hardware market. This is a high visibility position that requires constant communications with major industry vendors. Help us document their server product lines, sort fact from fiction, and calculate relative market shares. In the process, you will become an expert regarding what companies are growing and shrinking in this critical segment of the Information Technology (IT) market. Ideally, the candidate for this position will have 3-5 years' experience in the IT industry with a server or PC company, or within an IT-focused market research firm. Strong quantitative, analytical, and writing skills are essential, with specific experience with Microsoft Excel. Presentation skills are also required. ***Location: Framingham, MA***
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idcresearch.com

**Sales Operations Office Assistant PT (IDC)**
IDC is seeking a part-time Sales/Office Assistant. Responsibilities include: maintenance of Irvine office library, setting appointments, filing, assisting sales with day-to-day support tasks, compiling and mailing marketing collateral and welcome packages; data entry and word processing, faxing, filing, FedEx, and mail. 10 - 15 hours per week.
***Location: Irvine, CA***
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

**International Sales Associate (IMS)**
The individual in this position will provide support to a Director of International Accounts. Responsibilities will include acting as a liaison with IDG's International offices, servicing advertiser's needs and advertising schedules, prospecting small advertisers, calculating rate quotes, booking advertising with International publications, managing the client database, and providing general administrative support. The environment is fast-paced and requires superb attention to detail, excellent phone skills, strong organizational skills and a 'Can Do' client-service attitude. The individual must have the ability to work independently and communicate clearly, both verbally and in writing. College degree required. Publishing or advertising experience desired, as well as a second language. ***Location: San Francisco, CA***
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

**Associate Credit Analyst (IDG)**
The individual in this position will be responsible for the collection of accounts receivable for assigned business units. They will achieve this through telephone contact, written correspondence, and personal visits as needed. Responsibilities will also include coordinating the flow of paperwork for incoming mail, credit, and debit memos, lockboxes, and reviewing customer statements, as well as involvement in resolving billing discrepancies and monitoring payment records. The ideal candidate must be customer focused, possess strong organizational and communication skills, have a BS and 1-2 years experience in a credit/collection environment. Some travel is required.
***Location: Framingham, MA***
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Receptionist (IDG)**
IDG's Des Plaines regional sales office is looking for a full-time Receptionist. In this position, you will greet visitors, clients and vendors, answer a busy switchboard, and assist business units with projects. Good organizational, communication and computer skills are required. Ability to run and troubleshoot a variety of office equipment such as copiers, fax machines, Fedex Powership, UPS, and postage/mailing machines a plus. Hours: 8:30 - 5:00 Monday-Friday
***Location: Des Plaines, IL***
Contact: G. Giovanni, Fax: 847-827-9159, Phone: 847-827-4433, Email: geri_giovanni@idg.com

**Places to find a complete listing of job opportunities across IDG:**

1. **Lotus Notes - Job Opportunities Database**
2. **IDG Central - http://idgcentral.com**
3. **IDG Web Site - http://www.idg.com**
4. **Job Hotline - MA: 508.935.4406 PCW/MacWorld/Publish: 415.978.3100**
5. **The World Update on the last Monday of every month.**

Volume 3, Number 2 February 16, 1998

IDG U.S. UPDATE

PUBLISHED MONTHLY FOR IDG EMPLOYEES IN THE U.S.

# Employee Opinion Survey Results Used to Improve Work Environment

Have something you'd like to say about the way things are done in your business unit? Like to give your boss some constructive (and anonymous) criticism? Then complete your 1998 Employee Opinion Survey. And this year it's easier and faster to fill it out than ever before.

The results of the survey, which will be mailed to employees the week of Feb. 16, are vital to making positive changes at IDG at the departmental, business unit and company-wide levels. Employees are encouraged to fill out the survey thoughtfully and candidly. Anonymity is very carefully maintained to encourage employee candor.

One of the goals in designing this year's survey was to reduce the number of questions while making sure to keep the level of detail necessary to encourage departmental discussions. This year, there is a special focus on the role of managers at IDG. The questions were designed to elicit constructive feedback on business-unit management, and the data collected on this will help management development at both the business unit level and throughout the company as a whole.

To further ensure confidentiality, the surveys are sent directly by the employees to Research Results, Inc., an independent tabulation firm. All respondents will be counted in each business unit's overall results, although, in order to protect identities, no results will be reported for any group with fewer than three responses to any given question.

Summary reports are supplied to IDG Corporate Human Resources, which then gives the reports and any additional analysis to IDG Chairman **Pat McGovern** and the IDG Executive Committee. After the committee reviews the data, the individual business unit president and human resources departments receive the data.

Business units are expected to share the survey results with employees at departmental meetings, providing a forum to further explore any issues raised in the summarized data. Each business unit is then asked to create an action plan outlining the three to five most critical issues to be

• CONTINUED PAGE 2 •

## SURVEY GETS RESULTS

**Want to see some changes made around here? Then fill out your 1998 Employee Opinion Survey.**

**Not only can your survey answers improve working conditions within your department, but you can also effect company-wide changes. These changes to the IDG Benefits package were made as a result of employee survey input:**

- **401(k) plan moved to Aetna**
- **New vacation schedule**
- **Increased short-term disability insurance coverage**
- **Vision-care reimbursement increased from $100 per year to $150 per year.**

## ELEVEN BUSINESS UNITS OFFER SURVEY ONLINE

**Last year Computerworld employees were given the option to fill out their employee opinion surveys online, and more than 28% of CW staffers chose to do so. The service is now being offered to an additional 10 business units.**

**The online survey is intended to be easier and faster for employees to complete, with access to the Web site available 24 hours a day from computers at work, home or on the road.**

**A number of security measures have been put into place to ensure that each survey response remains entirely confidential. Research Results, Inc., the independent survey firm that collects and tabulates the results, will maintain access to the site and gather the data directly. Employees who complete the survey online will use a randomly distributed code to log in that cannot be linked back to any individual and is used only to attribute responses to the correct business unit.**

**The online survey can be accessed at <www.rresults.com/idg> beginning Feb. 17. Business units participating in the online survey are CIO, Computerworld, Internet Commerce Expo, IDC, IDG Global Communications, IDG List Services, IDG.net, International Publishing Services, Network World, Publish and Web Publishing.**

**Employees with questions may contact their HR representative or Molly Higgins in the Corporate Human Resources department at tel: 508-935-4161.**

## TRAVEL UPDATE

# AXI Implementation Slated for West Coast Offices

In December, IDG Corporate Travel began beta-testing the functionality and performance of an interactive online travel booking product from Microsoft and American Express. AXI allows business travelers to make airline, hotel and car reservations 24 hours a day, seven days a week from their PCs or laptops. Participating East Coast business units have had tremendous success with the product, and the travel department will now be implementing AXI on the West Coast in late March. The department will be in touch with the individual business units to schedule user training sessions.

AXI provides the following benefits to the corporate traveler:

**Convenience**

- Ability to make travel arrangements when most convenient for the traveler — from the office, home or while traveling on the road.
- Ability to check flight schedules and flight status when on the road.

**Cost Savings**

- AXI will provide the traveler with the actual cost of the trip, inclusive of corporate discount programs, and will offer lower cost alternatives if available.
- Corporate hotel and car rates are incorporated in policy compliance module, which will allow the travel department to update travelers on promotional and seasonal rates.

**Comfort**

- With AXI's Seatpinpointer, travelers may choose the seat on the plane that is most comfortable for them.
- City maps enable the traveler to make informed decisions about hotel locations.
- The product provides access to destination information — including visa and passport requirements, weather and destination overviews.

IDG Corporate Travel is excited to have been chosen by the Microsoft/American Express Implementation Team as the second company in New England, sixth company in the U.S. to participate in the beta-test program. Anyone interested in participating in the program, please contact **Paul Carlin**, travel support systems coordinator, at tel: 508-820-8645 or e-mail: paul_carlin@idg.com.

# Avis Drops United Mileage Plus Program

Effective April 1, 1998, car rentals from Avis will no longer earn Mileage Plus miles. According to our Avis representative, the airlines are now charging fees for miles to the car rental companies — approximately 36 cents per mile.

We have been informed that many car companies will be passing these charges back to the customer. However, Avis did not want to assess fees and decided to dissolve the partnership instead.

# Westin Hotels Offer Triple Mileage

Business and city Westin properties, exclusive of resorts, will be offering the Westin Triple Mileathon extending 1,500 airline miles with participating airlines for every Westin stay between now and April 12th, 1998. (Quantas will allow a maximum of 4,500 frequent flyer points per stay.) This promotion is only valid for individual travel, and cannot be combined with any other bonus mileage promotions.

# Boston Implements $10.00 Car Rental Surcharges

An additional surcharge of $10.00 has been imposed on each vehicular rental transaction contract in the city of Boston, with $1.00 of the surcharge being allocated to the city's Room Occupancy Excise Fund.

*IDG Corporate Travel Manager Lyndsey Pomella contributes this column. She may be reached at: lyndsey_pomella@idg.com.*

### SURVEY

*continued from page 1*

worked on in the coming year. The items should be attainable, within the department's control and have a specific time frame for completion. Each employee of the department should have a copy of the plan and participate in seeing it through.

Surveys are due back to Research Results by March 9.

Employees with questions about the survey may contact their HR representative or **Molly Higgins** in Corporate Human Resources via e-mail: molly_higgins@idg.com.

### TEST YOUR KNOWLEDGE OF THE IDG EMPLOYEE SURVEY

**E-mail (world_update@idg.com) or fax (617-423-0712) your answers by Tuesday, March 3. Three winners will be selected in a random drawing to receive t-shirts sporting a Rich Tennant cartoon.**

**1. Name two business units that achieved a 100% response rate for the 1997 employee survey.**

**2. The IDG employee survey has been conducted for how many years? 10 15 20**

**3. In what state is Research Results located?**

# Generous Friends Post Bail for 'Jailed' IDGer

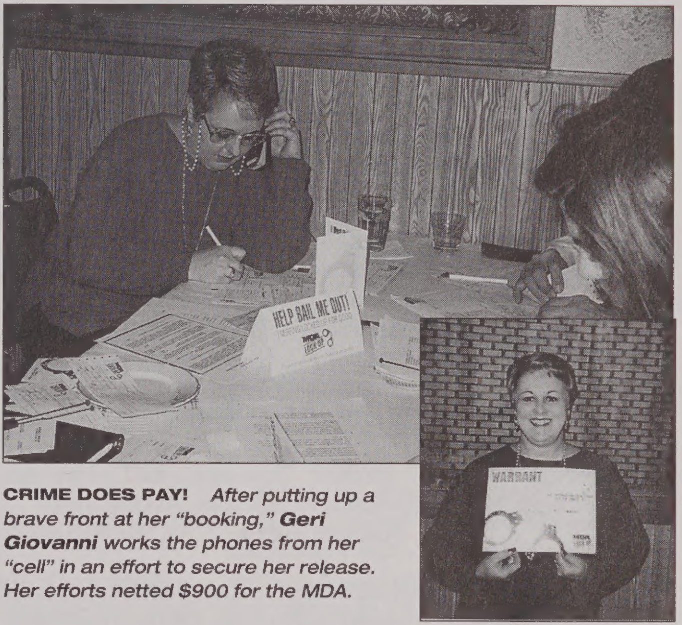
## Effort raises $900 for charity

IDG Chicago Regional Sales Office Manager **Geri Giovanni**'s generous nature recently earned her a stint in the MDA Lock Up.

"I got a call at work from the folks at MDA [Muscular Dystrophy Association]. They told me a good friend of mine, whose name they would not disclose, citing their witness protection program, told them I had a big heart and a lot of friends and they wanted to 'arrest me,' put me in jail and give me a phone to try and raise 'bail,'" Giovanni said.

Giovanni's captors had set up shop at a local pizza parlor. Upon surrendering, she was issued prison rations — pizza and soda — given a cellular phone and one hour to call her friends and family and get them to ante up her bail in the form of donations to MDA.

"I found out I do have some good-hearted friends," said Giovanni, whose friends' donations, along with a matching "bail grant" from IDG, totaled $900. "It made me feel pretty good that my friends were there for me when I needed them," said Giovanni, once again a free woman. 🖳



**CRIME DOES PAY!** *After putting up a brave front at her "booking,"* ***Geri Giovanni*** *works the phones from her "cell" in an effort to secure her release. Her efforts netted $900 for the MDA.*

# IDG Sales Staff, Clients Gather for a Good Cause

**The staff of IDG's regional sales office in Rochelle Park, N.J., sponsored a "Grassroots Gathering" last December to benefit the New York City-area Toys For Tots program.**

**Together with their clients, representatives from *InfoWorld*, *Computerworld*, *Network World* and *PC World* gathered at the Chelsea Brewing Co. in Manhattan to socialize, enjoy the music of three live bands and donate more than 200 gifts for local underprivileged children. The toy total was four times that of last year's inaugural effort undertaken by *InfoWorld*.**

**According to *InfoWorld* Account Executive Dave Pellegrini, members of the Marine Corps Reserve, which organizes the Toys For Tots program nationally, praised the groups' outstanding efforts and said the contribution went toward the 300,000 toys collected for 80,000 children in greater Manhattan.**

COMPUTERWORLD
Network World
PC WORLD
Welcome to the GrassRoot Gathering
A unique benefit for the New York City Chapter of
50th Anniversary
Toys for Tots
Marine Corps Reserve
To The Moon Alice
brought to you by
Please Drop Your Gift Here

**(LEFT TO RIGHT): JEAN DELLAROBBA, CW SENIOR SALES ASSOCIATE; KIM BAILEY,** *CW senior district manager;* ***Maureen Grady****, CW account executive;* ***Roseann LaBruno****, IW senior sales associate;* ***John Radzniak,*** *CW sales associate (partially hidden);* ***Bob Carrigan****, PCW vice president/associate publisher;* ***Peter Mayer****, IW regional manager;* ***Cindy Zuck****, IW regional manager;* ***Steve Martin****, IW regional manager;* ***Fred LoSapio****, CW sales director;* ***Christine McGovern****, assistant to PCW's vice president/associate publisher;* ***Tom Davis****, Network World Eastern ad director;* ***Wayne Silverman****, PCW senior account manager;* ***Dave Pellegrini****, IW account executive;* ***Marina Sabo****, IW sales associate.*

• FOR SALE • FOR RENT • BIRTHS • MARRIAGES • PEN PALS • HOUSE EXCHANGES • FOR SALE • FOR RENT •

HOUSE EXCHANGES

# IDG WORLD UPDATE's MARKETPLACE

BIRTHS

• PEN PALS • MARRIAGES • BIRTHS • FOR RENT • FOR SALE • HOUSE EXCHANGES • PEN PALS • MARRIAGES •

## FOR SALE

• **Dining room table and chairs**. Custom-made formal mahogany table handcrafted in Bucks County, Pa. 76-in.by 48-in. with 10 matching chairs. Chairs have upholstered seats (teal/ivory/coral) in an oriental design. Table professionally appraised at $1,500 (documentation available); asking $1,000. Chairs appraised at $150 each; asking $100 each.

- Maureen Molloy, IDC, 508-935-4240; mmolloy@idc.com

• **Peg Perego "Milano" stroller**. Two-and-a-half years old, mint condition. Hunter green with white trim. Asking $190.

- Michael Siggins, CIO, 508-935-4458

• **Armoire**. Gorgeous Southwestern/country-style entertainment armoire. Caramel-colored, very rustic. Unique form, must be seen. Lots of room with two huge doors. 1 1/2 years young. Paid $2,500 (have Macy's receipt). Asking $1,500.

- Stephanie Legelis, CIO, 508-935-4433

• **Kitchen Set**: Two years young. Beautiful 40" round glass/wrought iron/wicker table with five chairs. The iron is a greyish/kelly green. Chairs are wrought iron/wicker with upholstered cushions in muted kelly green/camel/red and black. Paid $1,400 at Macy's, asking $850 or best offer. Must sell; moving to Europe.

- Stephanie Legelis, CIO, 508-935-4433

• **1990 Dodge RamCharger LE**. 318CIDV8, 4-wheel drive, air-conditioning, power windows and locks, alarm. $7,000.

- Anne Sweeney, Event Travel Services, 508-822-6673

• **Atomic ATC Premiere 198-cm skis**. New/unused. Salomon 850S binding. Excellent all-mountain skis (bumps, powder, crud, etc.) Rated by *Ski* magazine as "remarkably easy to turn in almost all conditions, good stability in long turns." High-quality, Austrian-made cap ski with wood core. $150.

- Joe Rigoli, Computerworld, 508-628-4839
joseph_rigoli@cw.com

## RENTAL PROPERTIES

• Two-bedroom apartment in 100-year-old Hyde Park, Mass., farmhouse. Perfect for single occupant or couple. $800/month, includes heat and hot water. Off-street parking. On commuter line, 10 minutes to Back Bay Station or South Station. Three blocks from YMCA, Municipal Building, library, downtown Hyde Park. Available March 27, 1998.

- Isabelle Kane, Computerworld, 508-271-7117
isabelle_kane@cw.com

## PEN PALS

The son of *Computerworld* editor Julia King is seeking a pen pal. Peter King Maynard is 10 years old. He's interested in computers, the Internet, books, sports and espionage. He's also an Animorphs fan. Contact Peter at julia_king@cw.com.

## BIRTHS

**Rosalynn Chua**, division manager at IDG World Expo Asia, and her husband John Tham, welcomed a son, Tham Wei Yuan, on Jan. 23.

*Send your ads in by March 10 in order for them to appear in the March 16 issue.*

Please include the following in the next edition of Marketplace:

(Circle one) For sale, for rent, wanted to buy, marriage or birth announcement, pen pal, house exchange

Your name:

Business unit: Tel:

Send information to be posted in the online Marketplace to *IDG World Update* at fax: 617-423-0712 or via e-mail at world_update@ idg.com

### INTERNET FUTURES

*continued from page 1*

the next Internet "killer app," the future of networking and more.

This year is the 25th anniversary of Metcalfe's invention of Ethernet, a high-speed local-area network. He estimates that there are now more than 100 million computers on Ethernets worldwide, with many thereby connected to the Internet. For the past five years, Metcalfe has commented on technology issues in his "From the Ether" column in *InfoWorld*.

The goal of the tour is for MIT and IDG to leverage off one another's strengths, brands and promotional assets. Metcalfe is serving a one-year term as president of the MIT Alumni/ae Association, and the group aims to use his appearances as a way to increase membership in local alumni chapters. IDG offices are welcome to promote Internet Futures to clients and employees. Pricing and location information is available by contacting MIT's Kathleen Fitzgerald at tel: 617-253-5168 or e-mail kfitz@mit.edu.

Additional information on Metcalfe and the Internet Futures tour, including talking points from his speech, is available at <http://web.mit.edu/alum/www/Pres/>.

## UPCOMING INTERNET FUTURES DATES

| | |
|---|---|
| **Feb. 18** | **Hong Kong** |
| **Feb. 20** | **Singapore** |
| **Feb. 22** | **Kuala Lumpur** |
| **March 16** | **Munich** |
| **March 18** | **Paris** |
| **March 19** | **London** |
| **March 23** | **Oslo** |
| **March 30** | **Dallas** |
| **April 2** | **Los Angeles** |
| **April 4** | **New York** |
| **May 9** | **Chicago** |
| **May 11** | **Boston** |

### USPI

*continued from page 4*

and delivering their presentations for us. We concentrate on inviting speakers who are comfortable delivering a presentation about not only their world but how it might compare with others' in IDG. As roles change, new businesses emerge and talent develops, we continue to be interested in expanding our pool of presenters. Anyone interested in presenting at a USPI may contact me at julie_lynch@idg.com.

## BEER, WINE, 30-60-90?

The case study for the November USPI was to evaluate the evolution of *CIO*'s *WebMaster*. Participants, who were divided into teams, had an opportunity to review all the actual revenue, expense and market information and then formulate suggestions to an "executive committee" consisting of **Joe Levy** (CIO president), **Walter Manninen** (VP/finance) and **Cathy O'Leary-Hayes** (VP/marketing), all of whom were extremely impressed with the participants' ability to sift through a myriad of facts and figures and present top-notch recommendations. One team researched the committee's preferences regarding beer, wine and spirits and served up cocktails as an opener to their presentation.

### RECRUITMENT

*continued from page 1*

will be times when one of our publications will be more appropriate for a specific recruitment ad. As long as the advertiser maintains the necessary annual frequency level with all three, we are more than willing to meet discrete needs. Our corporate values stress customer service, and we are practicing them through this program."

Corrigan noted that they are also close to launching a new service called City Editions that will allow advertisers to concentrate their recruitment ads across all three weekly publications into major metropolitan areas. The combined readership provides a targeted audience in a concentrated geographic area.

"Each of our weeklies has surveyed its readers and can quantify the skills readers possess. No one else can match our ability to offer clients such intelligence," Corrigan said. "Right now, advertising dollars are being used with less than peak efficiency due to the almost desperate need to attract the same skills. Unfortunately, many clients haven't demanded their advertising agencies provide the data necessary to a wise media plan. So we must set the standard."

"I believe CMP amongst their books has a [similar program to ENN]," Rabinovitz noted. Everybody's trying to compete against the powerhouse structure of IDG. I don't think you can beat IDG."

## RECRUITMENT FACTS AND FIGURES

**YEARS EACH PUBLICATION HAS HAD A RECRUITMENT SECTION**

- **NW: Seven years**
- **IW: Since early 1997**
- **CW: 30 years (since the first issue)**

**RECRUITMENT AD REVENUE PROJECTIONS FOR FY1998**

- **NW: $1.1 million**
- **IW: $2.5 million**
- **CW: $12 million**

**RECRUITMENT AD SECTION STATISTICS**

- **NW: Averages one to two pages per week; six to 10 for a big show issue.**
- **IW: From zero revenue to approximately $1 million in less than a calendar year.**
- **CW: From one ad for $100 in the first issue to a $12 million operation with 2,500 different clients last year and an average of 600 pages per year.**

## NOTEWORTHY

### PROMOTIONS

IDC Press Relations Manager **Hillary DeMello** has been promoted to manager of corporate communications. In her new position she will be more active in non-press-related activities for IDC, including the corporate brochure, IDC Advantage and the IDC Web site. "Hillary has helped IDC maintain the lead in terms of top-tier business press quotes and has provided consistent and unfailingly good-humored support of the thousands of incoming press inquiries that IDC receives," said **MaryAnne Sinville**, IDC vice president of marketing.

**Paul Ryan** moves up the IDC ladder from editorial assistant in the Publishing Services and Technologies group to communications specialist on IDC's corporate marketing team. "His writing, communications and organizational skills, as well as two years' journalism experience, make him ideal for this new and challenging position," said IDC Manager of Corporate Communications Hillary DeMello.

### NEW EMPLOYEES

**Stephen Pearson** joins *InfoWorld* as a research analyst. He held a similar position at Frost and Sullivan where he wrote and directed research projects on computer networking. He has a B.A. in economics from the University of Washington and an M.A. from American University in Washington, D.C. He recently delivered a well-received presentation at Kioskcom '97 on the use of interactive kiosks in retail environments.

**Yoko Izumi** has signed up with *InfoWorld* as a research analyst. She comes from the Sumitomo Bank of California where she was a high-tech business analyst. She earned an M.S. from the University of Georgia in natural resources economics. In her spare time she likes aerobics, golf, opera and art.

IDG Conference Management has hired **Diane Ravelo** as financial manager. Her prior job was as payroll supervisor for Remedy Corp. She earned a B.A. in economics from the University of California/Santa Cruz and enjoys reading, movies and dabbling in watercolors.

**Kathy Easton** also joins Conference Management. Coming from Infoplex Corp. where she was a program manager. She will now be a registrar and manage various conference registration processes. While at Infoplex she successfully managed a large Fujitsu account, which brought in two more Fujitsu accounts, not to mention nearly $500,000 in revenue.

POTTORF

After working as an intern for the last two summers, **Callie Pottorf** joins IDC/LINK in Austin, Texas, as a full-time associate analyst. She will write research for the Wireless Mobile Communication division and conduct client inquiries. Callie has a psychology degree from the University of Texas at Austin and likes to photograph "oil wells in unusual settings in and around Texas."

IDC Framingham has signed up **Michael Comiskey** as a research analyst. He was previously an assistant product manager with Data General Corp.'s Imaging business unit. He holds a B.A. in English from the University of Massachusetts at Amherst and an M.B.A. from Northeastern University in Boston.

**Deborah Brown** comes to *Computerworld* as a copy editor after having done freelance copy editing for IDC. She earned a B.A. in communications from Boston University and an M. Ed. from the University of Massachusetts at Boston. Outside the office she "whips recalcitrant Framingham [Mass.] High School night-school English students into shape."

**Janel Dills** comes to IDG Central Services in San Francisco as facilities manager from Centigram Communications Corp. where she was the supervisor of facilities services. She has a B.F.A. in interior design from the Academy of Arts and a degree in business management from the University of Idaho. She enjoys skiing, music, theater and traveling.

**Kathleen McGowan** joins IDG Books' Chicago office as its national account manager in the trade division. She is charged with managing trade sales with Borders and WaldenBooks. Her previous job was with Rand McNally as its national account director of specialty sales. She has a B.A. from the University of Illinois and enjoys oil painting, running, travel and cooking.

**Janice Mahler** is *PC World*'s latest sales assistant in its Irvine, Calif., office. She was previously an administrative assistant with Swett and Crawford in Fresno, Calif., and is in the process of completing a degree in international business. Outside the office she enjoys sailing, outdoor sports and movies.

**Gary Abramson** comes to *CIO* as a senior writer for the Enterprise section. He spent the last several years in Madrid, Spain, as an Associated Press reporter and freelancer for *BusinessWeek* and *The Economist*, covering international business, banking, civil wars and Islamic fundamentalism. He went to Trinity College in Hartford, Conn.

**Deirdre Murphy** is the executive assistant to IDG Vice President of Technology **Bob Metcalfe**. For the past five years she was the program administrator for a grant-funded science education program at Boston's Northeastern University. Deirdre is an NU alumna with a B.S.in English and an M.A. in political science. Outside the office, she enjoys sailing in Narragansett Bay.

### RETURNING EMPLOYEES

**Randi Brissman** has joined the sales team of *Solutions Integrator* as senior regional manager for the Northern California and Pacific Northwest territories. She returns to IDG after a three-year hiatus with Cahners' *Reseller Management*. Prior to Cahners she was *GamePro*'s Western regional manager.

*IDG business units worldwide may send Noteworthy information to world_update@idg.com.*

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**TWENTY-THREE YEARS**
Marion Kibbee - IDG
Richard Priante - Network World

**TWENTY-ONE YEARS**
Diane Martin - CIO

**TWELVE YEARS**
Linda Gorgone - Computerworld

**ELEVEN YEARS**
Penny Stevens - IDG
Brenda Shipman - Computerworld
Sue Collins - Network World

**TEN YEARS**
Clare Gillan - IDC

**NINE YEARS**
Jo Pirnik - InfoWorld
Graham Penn - IDC New Zealand

**EIGHT YEARS**
Ed Ramirez - Mac Publishing
Carolyn Chown - IDC Australia
Monica Capuzzi - IDG Italy
Nieves San Roman - IDG Spain
Pilar Tejero - IDG Spain

**SIX YEARS**
Elizabeth Gulla - IDG
Bill Hanck - PC World
Sarah Fenton - IDG U.K.

**FIVE YEARS**
Joan Kelliher - IDG
Elana Varon - FCW
Mike Mutrie - Computerworld
Diane Ajello - IDG Central Services
Gil Loyola - Mac Publishing

**FOUR YEARS**
Robert Guth - IPS
Thomas Lamoureaux - Computerworld

**THREE YEARS**
Richard Dean - IDC
Justin Smith - IDC
Marina Sabo - InfoWorld
Dustee Anderson - FCW
Elinet Medina - IPS
Trino Ramos - IPS
Liz Pabon - Mac Publishing
Serra Yurtman - IDG Turkey
Karim Davezac - IDC Hong Kong

**TWO YEARS**
Çigdem Polat - IDG Turkey
Frank Coelho - Network World
David Binning - IDG Australia
Ong Ngee Ming - World Expo/Singapore

**ONE YEAR**
Dennis Byron - IDC
Mario Fuller - InfoWorld
Jill Corral - IMS
Amira Harari - Computerworld
Shama Ali - PC World
Martin Courtney -IDG Media (U.K.)
Martin Johnston - IDG Media (U.K.)
Michael Caterina - Network World
Daniela Pedrini - IDG Italy

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# IDG Sweden Creates Employee Awards Program

For the first time IDG Sweden presented employee awards at its Christmas party at Stockholm's Grand Hotel in December. The company plans to make the award ceremony an annual tradition. **Per Bowallius**, Director of Human Resources, initiated the event.

"We wanted to take this opportunity, when everyone is gathered and in a festive mood, to honor our hard-working employees," Bowallius said. "I hope this will work as an incentive for all employees at IDG Sweden."

**Fredrik Agrén**, editor-in-chief at *PC för Alla,* also championed the awards.

There were five categories of awards and the recipients were voted by all IDG Sweden employees. The Salesperson of the Year Award was presented to **Henrik Olsson** at *PC för Alla* for his outstanding sales achievement in 1997; **Håkan Ogelid** at *Computer Sweden* was voted Journalist of the Year for his accomplishments as a journalist and editor; the Co-worker of the Year Award was presented to service staff **Curt Sandgren** and **Mikael Isaksson** for their professional and positive attitude; **Rebecka Lindberg**, editor-in-chief at *CAP&Design,* was voted Manager of the Year (for a group of one to four) for her valued abilities as a leader and her involvement in projects outside her regular scope of work; and the Manager of the Year Award (for a group of five or more) went to **Åke Boman**, project manager at IDG Sweden's recruitment department, for his business sense and concern for his co-workers.

OCA CAROLA
TIGGER & BEE

KATARINA SUNDWALL

**THE FIRST RECIPIENTS OF IDG SWEDEN'S EMPLOYEE AWARDS ASSEMBLE FOR A** *group photo. (Left to right):* ***Curt Sandgren, Håkan Ogelid, Mikael Isaksson, Rebecka Lindberg, Henrik Olsson*** *and* ***Åke Boman.***

## CELEBRATING 10

# Norman Noble

**HOME:** San Francisco, Calif.

**JOINED IDG:** June 1987, Technician, PC World.

**CURRENT TITLE:** Director, Information Services. I purchase computer equipment and plan network and workstation rollouts and upgrades.

**MOST CHALLENGING PART OF YOUR JOB:** Balancing innovation, reliability and speed.

**BEST PART OF YOUR JOB:** Plenty of cutting-edge computer technology to keep my job interesting and challenging.

**LATEST ACCOMPLISHMENT:** Decided to find a good dentist and take better care of my teeth. The left side is done and looks great. I'm on a roll!

**BEST COMPLIMENT YOU'VE EVER RECEIVED ON YOUR WORK:** "Norman, you've saved my #@%!!"

**FANTASY JOB:** Astronaut on the space shuttle.

**LAST GOOD DEED YOU DID:** I helped serve lunch to the homeless at a soup kitchen; it was a very sobering experience.

**YOUR IDEA OF A PERFECT DAY ALONE:** Getting my hair cut, oil changed, banking, dishes, laundry and grocery shopping done and still have time for some small home improvement project.

**ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WAS ON FIRE:** My ham radio equipment.

**IDG CHAIRMAN PAT McGOVERN ESCORTED NORMAN NOBLE** *to dinner at the Ritz-Carlton in San Francisco in honor of Norman's 10 years of service to the company.*

**FAVORITE VACATION SPOT:** Camping with friends in the Mendocino National Forest on a warm summer night.

**IF YOU WON THE LOTTERY:** I would buy a bigger castle.

**MANAGER'S PROFILE:** "Norman's constant focus on top-notch service and his professionalism under pressure make him an invaluable asset to PC World. Along with the technical expertise and dedication he demonstrates daily, his positive attitude and tongue-in-cheek humor make all of us consider Norman a friend as much as a colleague."

— ***Henri Froissart****, CIO, PC World Communications*

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 80 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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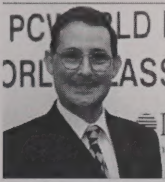

**PCW HONG KONG BESTOWS WORLD CLASS AWARDS**

PAGE 2

**OFF SITE: IDC'S BRIAN DEGEN ON TOP OF THE WORLD**

PAGE 4

**IT PROFESSIONAL OR COMPUTER GEEK? KIDS DRAW THEIR OWN CONCLUSIONS!**

PAGE 5

# IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

## CIO's Gary Beach Taps Area Youth for IT Worker Image Investigation

**CIO'S GARY BEACH VISITS WITH SECOND GRADERS AT THE PINE HILL ELEMENTARY** *School as part of his investigation into the image high-tech workers enjoy among today's youth. Beach is currently serving on a U.S. Department of Commerce National IT Worker Shortage Committee.*

The average computer professional is 43 years old, wears blue jeans, has brown hair and is a he. Or a she. He also probably wears a name tag and he just might have spiked hair. So say the second graders at the Pine Hill Elementary School in Sherborn, Mass., hometown of *CIO* Publisher **Gary Beach**.

Beach, who has served on the U.S. Department of Commerce's National IT Worker Shortage Committee since last June, participated on a task force that investigated the image of high-tech workers today. Part of his investigation entailed determining whether or not the "geek" stigma — often associated with high-tech workers — still exists. Says Beach, "it does."

Beach's group was among those reporting their findings at last month's National Information Technology Workforce Convocation in Berkeley, Calif. Sponsored by the Information Techno-

• CONTINUED PAGE 5 •

## ComNet Draws Crowds to Washington, D.C.

### Growing show plans West Coast spin-off

**NETWORK EDITOR-IN-CHIEF** ***John Gallant*** *(left) and President* ***Colin Ungaro*** *(right) present User Excellence Awards to representatives from Duke University and J.B. Hunt Transport Services.*

Over 50,000 people networked about networks at last month's ComNet Washington, D.C., show.

"The show was very successful," said **Michael Munn**, ComNet show director at IDG Expo Management. "The 50,000-plus attendees represent a significant increase from last year's show."

According to Munn, ComNet is the premier platform for the debut of products and services because it is the first major IT event of the year. "The industry's new voice, data and commu-

• CONTINUED PAGE 2 •

## IN BRIEF

# PCW Hong Kong World Class Awards Generate Visibility for IDG

**PETER GLOSTER, EDITOR OF** *PCWorld Hong Kong, presents a World Class Award to Elsie Kong of Microsoft Hong Kong, which picked up a total of seven awards. PCW Hong Kong readers voted for the winners in the fifth year of PCW's annual search for excellence in IT.*

**IDG COMMUNICATIONS HONG KONG CO-MANAGING DIRECTORS** *and PCWorld Hong Kong co-publishers* ***Micaela de Almeida*** *and* ***Melvyn Bennett*** *handed out awards to express gratitude to this year's World Class Awards sponsors. Above, Kevin Henshaw, regional sales manager for Adobe Systems receives, his company's award.*

*PCWorld Hong Kong* rolled out the red carpet for winners of its 1997 World Class Awards earlier this month, hosting a gala ceremony at the city's exclusive Butterfield's Club.

Now in its fifth year, the PCWorld World Class Awards recognize excellence across 35 product categories ranging from software to hardware to services.

Designed to reflect the publication's commitment to both its constituencies, the winning products are nominated and voted on by *PCWorld Hong Kong* readers.

"The competition provides an easy, unique and impartial opportunity for our readers to nominate their favorite products and services over the past year," noted IDG Hong Kong Co-Managing Director **Micaela de Almeida**.

The event was a great success with a strong turnout and excellent feedback from award winners, said de Almeida. Steve Haslett, vice president of business development for Dell Computer, which picked up the award for Best Desktop PC for its Dell Dimension XPS series, said, "Winning the Best desktop PC category reinforces Dell's direct selling efforts in the past year as winners in last year's competition were wiped off the list."

Symantec also emphasized the value it placed on receiving its awards. "Winning three World Class Awards is a great accomplishment, because it means we have achieved the recognition and satisfaction from users that we are working towards," said Daniel Schneersohn, Symantec's Regional Director for North Asia. Symantec picked up awards in the Best Anti-virus, Best Utility and Best Communications categories.

So proud were winners that many took out full-page advertisements in the daily local newspapers spotlighting *PCWorld Hong Kong*'s name and the World Class Awards logo. "We, of course, were delighted to have our name and logo included in their advertisements," de Almeida said, noting that the ads ran in two of Hong Kong's leading daily newspapers, the *South China Morning Post* and the *Apple Daily.*

"We intend for this annual function to continue to grow in prestige and become a must-attend awards ceremony for the IT industry in Hong Kong," she said.

*For more information on the awards contact* ***Peter Gloster*** *at: pgloster @idg.com.hk.*

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**COMNET**

*continued from page 1*

nications products that were announced at the show were instrumental in drawing the throngs of industry participants. They came to view products that will increase the bandwidth and quality of their Internet communications. Voiceover IP and DSL were also hot topics."

Munn also noted that ComNet celebrated its 20th anniversary with this show. "The fact that [it] continues to grow, combined with the growth of the industry, has prompted the introduction of ComNet San Francisco in September of this year," he said.

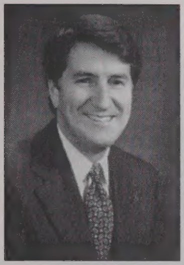
"Traditionally, we focus ComNet on the telecommunications and networking communications of the industry," he continued. "However, the Internet is going to play a large role in what we do and how we do it, and ComNet needs to reflect this. That's one of the directions we're going to take in San Francisco. We'll also use ComNet SF to generate more of an international flavor, what with being in California, the gateway to the Pacific Rim."

*Network World* took the spotlight at the show, awarding North Carolina's Duke University and the transport and logistics firm J. B. Hunt Transport Services its 13th annual User Excellence Award.

Duke and J.B. Hunt have really shown the power of networking," said **John Gallant**, editor-in-chief of *Network World.* "They've applied network technology, including Web technologies, to solve real business problems and to achieve their strategic objectives."

The recipients were also profiled in the Dec. 29-Jan. 5 special year-end issue of *Network World.*

# ON LINE



**KELLY CONLIN**

*IDG's president is this week's columnist.*

**Q Now that the books are closed are on the first fiscal quarter, how did we do?**

**A** As you know, IDG had its best year ever in 1997, and with that strong momentum it is not surprising that the company surpassed its budget for the first quarter of 1998 and is on track to set a new record this year. Overall revenues were up 13% in the first quarter over the comparable period last year, with particularly strong results in our publishing activity outside the U.S. where revenues grew 19%; the event area, where revenues grew 29%; and our book publishing group, where revenues rose 19%. Compared to our budget, operating profits for the quarter were also strong, up 24% over our goal.

Nevertheless, our managers are sounding a cautionary note in the traditionally difficult second quarter, as revenues often get off to a slow start in the early part of the calender year. As always, we expect their agility will allow us to surpass our current forecasts and meet our budgeted goals for this next quarter as well.

**Can you explain the major differences between the recently discontinued *The Web* magazine and the about-to-be-launched *The Internet Industry Standard*? What were the primary obstacles to *The Web*'s success? Does this mean IDG does not want to compete in U.S. consumer publishing?**

*The Web* was focused on the consumer interested in learning "what's on and where to go" on the World Wide Web. The primary impediments to success were the contradiction of publishing a print monthly guide for a medium as dynamic as the Web and the need to have broad consumer distribution and consumer advertising, which would have required a consumer publishing partner.

Despite *The Web* reverting to a Web-only publication, IDG competes very successfully in U.S. consumer publishing. *PC World* has alliances with leading consumer magazines, including *Family Circle* and *Newsweek*, and is in active discussions with other alliance partners, including some related to *The Web*. *GamePro* is the most broadly circulated publication for consumer-oriented gaming enthusiasts. IDG Books has published more successful consumer-oriented computer publications — and produced more consumer publishing profits — than any other media company. IDG's resources allow it to participate in a broad array of markets — always experimenting, adopting a "let's try it" spirit. Most often, it works. Rarely, but sometimes, it doesn't. But you can't grow if you don't try.

In *The Internet Industry Standard* we have another start-up, but one that is completely different in scale and scope from any other Internet-related publication, including our own. *The Internet Industry Standard* is a weekly news magazine targeted to the business audience of the Internet industry, the community of those who are building the products, starting new companies, changing existing companies, providing services — all the components that are driving the Internet economy.

As **John Battelle**, the publication's founder, has said, think of the example of *Variety* and how it serves the entertainment industry: it reports the metrics of the industry, chronicles the people, describes the business models and captures the trends. The Internet industry is the most important new sector of the economy, and it will drive change through the next century. *The Internet Industry Standard*, and related events and Web sites, will provide a community for this nascent industry. Check out the prototype issue at <www.thestandard.net>.

**If the answer to any of the questions below is "yes," the *IDG World Update* editors want to know!**

**Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? (Questions will be sent anonymously.)**

**Do you have a story idea for *IDG World Update*?**

**Do you have a comment about something you liked — or didn't like — in this newsletter?**

## IDG WORLD UPDATE NEEDS YOU!

***Use this space to send in questions, comments and story ideas:***

______

______

______

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______

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***Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.***

OFF SITE

# Peak Performance

## IDC's Brian Degen finds peace, exhilaration and exhaustion atop Alaska's Mt. McKinley

What kind of person spends nine months getting up at 4:30 in the morning to run a total of 1,260 miles, hands over thousands of dollars for equipment, and endures fatigue, hunger, and -40 degree temperatures all for five minutes atop a mountain? The same person who can look you in the eye and say, in all seriousness, "The temperature generally only got down to -15 or -20 degrees — it never really got that cold."

This person is IDC's Director of Publishing Services and Technologies **Brian Degen**, who last summer scaled the summit of Alaska's Mt. McKinley.

The trail to Mt. McKinley was a challenging one for Brian. The trip took over a year to plan and nine months of training. Weekends were spent researching and acquiring the necessary gear, which included his triple-lined mittens, ice axe, plastic mountain boots with neoprene overboots, gaiters and inch-long crampons. Other equipment that he relied on included a down sleeping bag and parka, hefty Goretex parka and bibs and lots of fleece, not to mention a plethora of climbing gear. Clothes, however, were kept to a minimum: two sets for the entire three weeks, both of which he had to wear for warmth at higher altitudes.

In mountain climbing, Brian noted, "The name of the game is weight." With backpacks weighing in at 80 pounds and sleds another 30, every ounce counts. "During the last stages of the climb I even ditched my toothbrush to save weight."

As they went up the mountain they used a "carry-rest-move" system: they would carry half their gear four to eight hours up the mountain, return down to camp the same day, rest the following day and then proceed up the mountain with the rest of their gear. "So you are really climbing the mountain twice," Brian said.

Yet the conquest of Mt. McKinley was well worth it, Degen asserts. The 20,320-ft. mountain, the highest point in North America, is located between Anchorage and Fairbanks. His 23-day trek included such obstacles as altitude sickness, frostbite, avalanches, extreme weight loss, dehydration, being snowed-in for nine consecutive days at Camp IV, and the departure of three team members (two due to altitude sickness and one because he was "spooked by the danger"). "That was really demoralizing," Brian said concerning the loss of his teammates. "The rest of us had to work hard to keep our spirits up." Not an easy task under the best of circumstances given that "you're dirty, hungry and exhausted almost all the time," he noted.

**MEMBERS OF BRIAN DEGEN'S CLIMBING** *team traverse the ridge leading to the summit of Mt. McKinley.*

### CHEEZ WHIZ™ AND SARDINES

In addition to the hunger and weariness that define mountaineering, climbers must adjust to a vastly different way of living while on trail. "It takes over an hour just to get out of bed in the morning, because of all the gear you have to put on," Brian said. Climbers must also devote large portions of the day to preparing and eating meals, as they require an extremely high number of calories every day for fuel. "We started to have contests to see who could be the most creative with what we had for meals." Brian's entry: Cheez Whiz™ and crackers with canned sardines.

Furthermore, the team had to deal with the constant threat of falling into huge water-filled canyon-like crevasses that were covered by a thin layer of snow and looked deceptively like firm ground. Precautionary measures included climbing with ropes tied to each other and even climbing at night on the lower mountains because the ice bridges over the crevasses were likely to be stronger, due to the lower temperatures.

**REST FOR THE WEARY. BRIAN DEGEN** *takes a last break before the final summit push.*

The extreme danger inherent in mountaineering (87 people have died on Mt. McKinley, including two last year) requires that climbers implicitly trust their guides and teammates. "I would never climb with guides I didn't know well," Brian said. He met the Rainier Moun-

• CONTINUED ON NEXT PAGE •

IDG
INTERNATIONAL DATA GROUP

# JOB OPPORTUNITIES
# MONDAY, FEBRUARY 23, 1998

**Sales Associate (CW)**
The selected candidate will provide multi-functional support to a District Manager responsible for display advertising sales efforts on the West Coast. Responsibilities will include client service, sales intelligence gathering, production of graphics presentations, advertising coordination and event planning. Ideal candidate will be goal oriented, independent, extremely organized and will thrive in a very fast paced environment. This individual must possess a bachelors degree, relevant experience and a strong technological aptitude. ***Location: Burlingame, CA***
Contact: T. Lehane, Fax: 415-347-6371, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

**Reporter (FCW)**
FCW is looking for a Defense Department reporter. Successful applicant will have a nose for news and a knack for turning around well-written breaking news stories in a short period of time. Some reporting experience is required. Knowledge of government and technology is a plus. Some travel also required. ***Location: Falls Church, VA***
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

**Billing Accountant (IDC)**
The ideal candidate will be responsible for processing 50% of the monthly billing, maintaining Accounts Payable and employee payroll time sheets. The person in this position will assist with monthly and year end closings. Qualified candidates will possess a Bachelor's degree in Accounting or Finance. Excel spreadsheet skills and 2 years accounting related experience preferred. ***Location: Framingham, MA***
Contact: D. Bernardi, Fax: 508-935-4610, Phone: 508-935-4361, Email: idc_jobs@idcresearch.com

**PC Support Specialist (IFW)**
InfoWorld is looking for a PC Support Specialist. Candidates must have 2-3 years hands-on PC/MAC end user support experience; in-depth knowledge of Windows 95 and System 7.x; experience on a Novell 4.1 Network; and excellent working knowledge of the following software packages: MS Office, Lotus Notes 4x, and Mac system software. This person should have excellent interpersonal and problem-solving skills, be incredibly resourceful, have the ability to multi-task and work well as a member of a team, and, above all, have a desire to work in a fun, challenging and fast-paced environment. ***Location: San Mateo, CA***
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

**Production Manager (IIS)**
The candidate for this position will be responsible for the the day to day production operation of the publication. This position will report to the VP Manufacturing. Responsibilities include layout, impositions and management of paper inventory and price quotes as well as interaction/communication with a printer, sales staff and advertisers. Must have 5 years of magazine production experience (preferably on a weekly), knowledge of EPS, printing, binding and paper, knowledge of Macintosh and Mac based programs.
***Location: San Francisco, CA***
Contact: A. Foley, Fax: 415-442-0766, Phone: 415-978-3316, Email: jobs@thestandard.net

**Copy Editor (NW)**
Network World is looking for a talented copy editor with page production and layout skills to join our copy desk team. Primary responsibilities include editing copy, proofreading and writing headlines for weekly publication and laying out pages in Quark. Knowledge & experience with Quark and AP style are essential. 1-2 years copy editing experience necessary, preferably in a daily publication environment. BA degree in Journalism or related field desired.
***Location: Framingham, MA***
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

**Sales Assistant (NW)**
The rapidly growing Professional Development Group of Network World is seeking a Sales Assistant to provide support for the Sales Manager/Strategic Partnerships and the Sr. Vice President of Business Development. Responsibilities for this position include providing superior customer service to our corporate seminar sponsors; preparing sales proposals and contracts; gathering sales prospect information; taking in-bound customer phone calls and providing general administrative support as required. The ideal candidate should be well-organized, detail-oriented and have excellent written and verbal communication skills. Some travel required.
***Location: Framingham, MA***
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

**Places to find a complete listing of job opportunities across IDG:**

1. **Lotus Notes - Job Opportunities Database**
2. **IDG Central - http://idgcentral.com**
3. **IDG Web Site - http://www.idg.com**
4. **Job Hotline - MA: 508.935.4406 PCW/MacWorld/Publish: 415.978.3100**
5. **The World Update on the last Monday of every month.**

## IMAGE INVESTIGATION

*continued from page 1*

ogy Association of America, the U.S. departments of Commerce and Education and the University of California at Berkeley, the convocation brought together leading experts, government officials and industry executives committed to expanding the pool of workers in the IT professions.

As part of a scientifically suspect but highly entertaining inquiry into the image IT workers enjoy among today's youth, Beach arranged to visit with the second grade class at his hometown elementary school. At his request, the 7- and 8-year-olds generated pictures using both the computer and the more traditional crayons and markers depicting their thoughts on what an average IT worker might look like. They also supplied him with lots of candid opinions.

The students' comments and drawings, which Beach had blown up to poster size and displayed at the convocation, provided a lighthearted counterpoint to the somewhat grim findings of the ITAA workforce study, which found that IT worker shortages are large and growing.

Today, in the U.S. alone, almost one in 10 of the estimated 3,354,000 positions for programmers, systems analysts and computer engineers is open. That number is expected to balloon to 1.3 million by 2006.

According to Beach, factors driving this shortage in the U.S. are twofold:

- A dramatic drop-off in computer science/information technology degree programs in U.S. universities, which have gone from a high of 42,000 in 1986 to fewer than 25,000 at present, according to the Department of Education.
- The dramatic increase in the number of businesses that need information technology workers as a result of the emergence of the World Wide Web as a critical component of today's workplace.

"Today, just about every business needs an IT worker. At the moment, we are robbing Peter to pay Paul — a zero-sum game. We simply have to add supply to the system," Beach said.

Beach's contribution to that effort is to head up a national industry-led campaign to debunk popular stereotypes of IT workers. Beach envisions the campaign borrowing from the highly successful "Got Milk?" effort, which uses milk-drinking celebrities to encourage milk consumption.

*More information on the convocation can be found at <http://www.ta.doc.gov>, and <http:/www.techworkforce.org>. Gary Beach may be reached at gary_beach@cio.com.* 🖳

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*continued from previous page*

taineering Inc. guides who he climbed Mt. McKinley with during an ascent of Mt. Rainier in Washington state.

Among Brian's climbing credentials is an expedition to Mt. Aconcagua in Argentina, at 22,841 feet, the highest mountain in the world outside the Himalayas. Although higher than McKinley, Aconcagua's summit is accessible with minimal rock and ice climbing. A week before the Aconcagua trip Brian sprained his ankle badly but decided to go anyway and made it to camp IV at 16,000 ft. despite his injury. He passed a major test, too: surviving high-altitude climbing.

Brian's feelings upon reaching the summit of Mt. McKinley are difficult for him to describe. "I felt a combination of things: exhilaration, definitely exhaustion, an overwhelming sense of peace; my feelings were intense. Overall, I felt a sense of team accomplishment. It took everybody on our team to reach the summit."

"Climbing is very spiritual," he said. "The mountains are one of the few places I've found where my soul is really free and open. They are so crisp and clean and pure — so quiet — so different from the daily routine. Climbing is like pure Zen; you have to live in the moment and focus on the moment. You are only thinking about the next step."

Next up is a four-day expedition to Mt. Katahdin (the tallest mountain in Maine at 5,267 feet) at the end of this month. But, noted the father of an energetic two-year-old son, with a smile, "My wife and I made a deal that I won't sign up for any more major expeditions for the next three years." 🖳

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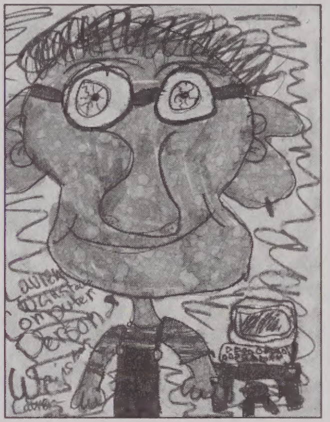
## DO YOU KNOW THIS MAN?



**THIS DRAWING IS AMONG A** *collection created by students at the Pine Hill Elementary School depicting IT professionals. More drawings are available at <http://www.cio.com/CIO/011398_kids.html>.*

**Second grade students at the Pine Hill Elementary School in Sherborn, Mass., had some definite ideas of what a computer professional looks and acts like, which they shared with CIO Publisher Gary Beach. Among their thoughts:**

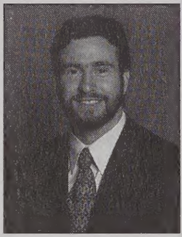
- **can be a he or a she**
- **some are tall**
- **wears a white coat**
- **knows how to spell**
- **goes on a computer a lot**
- **wears a name tag**
- **prints lots of stuff**
- **might have spiked hair**
- **some wear glasses**
- **strong**
- **knows what to do**
- **works in an office**
- **smart**
- **knows lots of things**
- **likes computers**
- **nice**
- **friendly**
- **intelligent**
- **wears a tuxedo/suit**
- **might have blue eyes**
- **has hair (any color)**
- **wears blue pants**
- **does not wear funny clothes**
- **doesn't have to be just a white person**
- **doesn't use bad language**
- **doesn't wear a bathing suit**

## NOTEWORTHY

### PROMOTIONS

EISNER

There has been a flurry of promotions at IDC Latin America's Mountain View, Calif., office. **Natalie Eisner**, previously a research manager, is now Latin America program manager. "Over the past two years, Natalie has successfully developed IDC Latin America's printer program, creating the industry's only country-based quarterly printer product and has become widely known amongst her clients and the industry as IDC's voice on printer technologies in the region," said **Eric Prothero**, director, regional consulting and operations.


LOVERDE

After starting as an intern three years ago, **Loren Loverde** has now risen from senior analyst to research manager. "Loren is our PC guru," Prothero said, "having developed our first quarterly research effort in Latin America — "PC Quarterly." Loren is now our foremost Latin America PC analyst and has been invited to attend numerous client events to provide insight and opinion."

Analyst **Annika Alford** is now a senior analyst. "She has greatly increased our client base in the networking and communications arena and has become recognized throughout the Latin American region as the person to turn to with communications-related questions," Prothero noted.

Lastly, "the glue" of IDC Latin America, Group Coordinator **Stephanie Kreitner**, has been promoted to marketing specialist. She "has spent the last two years of her IDC career keeping track of Latin America analysts, clients and country partners. She has done so with great efficiency, pride and a warm spirit," Prothero said.

### NEW EMPLOYEES

*Network World* has signed up **Charley Spektor** as chief copy editor. Previously a copy editor with Time-Warner, he has a degree in labor studies from Rutgers University in New Brunswick, N.J., and enjoys sports and reading.

Also new to *Network World* is sales assistant **Wendy Calileo**. She has attended the University of Massachusetts/Amherst and likes to read, hike, ski, play volleyball and cook.

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**Stephen Minton** joins IDC U.K.'s European IT Markets Centre as a junior analyst. Previously a contract worker with Digital Equipment Corp., he is now charged with reinvigorating IDC's monthly bulletin program, focusing on qualitative analysis on industry events.

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Previously with Dataquest, **Akiko Nakayama** joins IDC Japan as a research assistant in the Component Semiconductor group.

Also new to IDC Japan is Marketing Assistant **Yuko Shirai**. She was recently an assistant at an auto parts manufacturing firm and has a degree in English linguistics. After hours, she enjoys driving, photography and playing baseball.

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In Framingham, Mass., **Deanne Hart** comes to IDC as an associate research analyst. She has a B.A. in English from Holy Cross College in Worcester, Mass. and likes scuba diving and tennis.

IDC has hired **Susanne Wong** as an associate research analyst in its Mountain View, Calif., office. Previously with Oracle Corp. as a hardware/software buyer, she earned a B.S. in managerial economics from the University of California/Davis.

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**Pamela Bennett** joins IDG Research Services in Framingham, Mass., as a part-time industry research assistant. A student at Framingham State College, she expects to graduate this summer with a major in corporate communications and minors in sociology and psychology. Not surprisingly, she spends her off hours studying.

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IDG Books in Indianapolis has hired **Jackie Smith** as a national account manager. She comes from Macmillan Publishing, where she was a sales support manager. Outside the office she works with a parent-teacher organization.

Also new to the Indianapolis office is **Carol Noad**, who has been hired as a credit specialist. She has studied at Roberts Wesleyan College in Rochester, N.Y. and enjoys music and computers.

Another addition to IDG Books's Indianapolis office is **Tony Gibbens**, who has signed on as an IS department manager. His previous job was as a system administrator with Overland Transportation System, Inc. He holds a B.S. in computer science and math and an M.S. in electrical engineering from Purdue University in West Lafayette, Ind., and is currently studying for an M.B.A. from Indiana University. In his spare time he works on his recently purchased first home.

Formerly a proofreader on temporary assignment with IDG Books in Indianapolis, **Janet Withers** now takes the job full-time. She earned a B.A. in English from Randolph-Macon Woman's College in Lynchburg, Va., and a Ph.D. in the same subject from Emory University in Atlanta. Outside the office she writes children's stories, reads medieval literature and is active in volunteer groups.

Charged with managing the CPG/Professional division, **Steven Sayre** joins IDG Books' Foster City, Calif., office as an associate publisher, a title he recently held at Macmillan Computer Publishing. He holds a B.A. from St. John's College in Annapolis, Md., and an M.B.A. from New York University.

IDG Books gains several new employees in New York City following its recent acquisition of MIS:Press/M&T Books. **Laura Lewin** is an acquisitions/development editor with a B.A. from Tufts University in Medford, Mass., and an M.A. from New York University. When not at the office she enjoys literature, music and raising her son Jake.

**Rebekah Young** is also an acquisitions/development editor. She earned a B.A. from Syracuse University and works off stress by running and skiing.

**Ann Lush** comes on board as an acquisitions/development editor as well. She has a B.A. in design studies from the University of Buffalo and is an avid

• CONTINUED NEXT PAGE •

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

### THIRTY-FOUR YEARS

Patrick McGovern - IDG

### EIGHTEEN YEARS

Delia Quartey - InfoWorld

### SIXTEEN YEARS

Kazuhiro Hara - IDG Japan

### TWELVE YEARS

Jack McDonough - Network World

### TEN YEARS

Miklos Cocron - IDG Germany

### NINE YEARS

Yoko Nishii - IDG Japan
Ursula Istavrinos - IDG Germany

### EIGHT YEARS

Shirley French - InfoWorld
Patricia Smith - IDG World Update
Kelly Stemp - IDG Media (U.K.)
Thomas Wilms - IDG Germany
Kirsten Baek - IDG Denmark

### SEVEN YEARS

Russell Glitman - PC World
Alain Jaspart - IDG France
Christine Gibney - Network World
Bill Reinstein - Network World
Reinhard Prasse - IDG Germany
Berit Ellegaard - IDG Denmark

### SIX YEARS

John Brillon - Computerworld

### FIVE YEARS

Cindy Phipps - IDG Books
Beth Jenkins Roberts - IDG Books
Angélique Sánchez - IDG Netherlands
Christa Berger - IDG Germany
Regina Keung - IDG Hong Kong
Doni Moore - Laurentian Technomedia (Canada)

### FOUR YEARS

Miyuki Chiba - IDG Japan
Douglas Arroyo - IDG Books
Wim Gijse - IDG Netherlands
Diana Hwang Lien - IDC
Michelle Davidson - Computerworld
Nathan Hill - IDC Hong Kong
Linda Stuart - LTI (Canada)

### THREE YEARS

Susan Pines - IDG Books
Kenji Muto - IDC Japan
Katsuo Hori - IDC Japan
Mayumi Matsuki - IDC Japan
Elaine Cummings - CIO
Michael Beston - IDC Australia
Damian Sicking - IDG Germany
Mark Hobson - IDG Australia
Antonietta Palleschi - LTI (Canada)
Peter Wolchak - LTI (Canada)

### TWO YEARS

Michelle Vukas - IDG Books
Annie Romanowitz - IDG Books
Sarah Rehberg - IDG Books
Melanie Robinson - IDG Books
Kate Snell - IDG Books
Chris Pimentel - IDG Books
John Thyfault - IDG Books
Barbara Dragony-Quinn - IDG Books
Elsie Yim - IDG Books
Tracy Hieger - IDG Books
Stacy Herd - IDG Books
Jason Marcuson - IDG Books
Julie Boso - IDG Books
Ted Buscaglia - IDG Books
Melissa Stauffer - IDG Books
Jerelind Charles - IDG Books
Grace Caguimbaga - IDG Books
Sarah Woodman - IDG Books
Joseph Jansen, Jr. - IDG Books
Laura Carpenter - IDG Books
Phil Wong - IDG Books
Michael Welch - IDG Books
Katharine Dvorak - IDG Books
Seta Frantz - IDG Books
Rachel Ybarra - IDG Books
Andreas Schueller - IDG Books
Michael Carbonneau - IDC
John Tan - IDG Singapore
Ted Bowen - InfoWorld
Robyn Looby - InfoWorld
Lori Mitchell - InfoWorld
Chris Harris - IDG Media (U.K.)
Hatice Bawegmez - IDG Turkey
Thomas Cloer - IDG Germany
Gustava Seara Kruel - IDG Brazil
Ana Gonzalez - IDG Spain
Enrico Zambetta - IDG Italy
Karen Hill - LTI (Canada)

### ONE YEAR

Jun Awano - IDG Japan
Shoko Nishino - IDG Japan
Akiko Bando - IDG Japan
Hideki Koizumi - IDG Japan
Yoshimi Kanamori - IDG Japan
Kaoru Tamura - IDG Japan
Larisa North - IDG Books
Becky Morgan - IDG Books
Michaela Bjorkman - IDG Books
Susan Parini - IDG Books
Nikole Harris - IDG Books
Tom Card - IDG Books
Clark Scheffy - IDG Books
Kel Oliver - IDG Books
Annie Ng - IDG Books
Amy Larson - IDG Books
Linda Marousek-McGowan - IDG Books
Dina Quan - IDG Books
Yusuke Honda - IDC Japan
Shahriar Fazili - IDG Netherlands
Nicole Comiskey - IDC
Karen Karr-Winlaw - InfoWorld
April Matera - IDG
Kristen McPhillips - IDG
Stephanie Roche - IPS
Dena Tom - IDG Global Communications
Grace Aquino - PC World
Mark Foster - IDG Media (U.K.)
Doreen Kottler - IDG Germany
Anja Müller - IDG Germany
Sascha Alexander - IDG Germany
Thorsten Eggeling - IDG Germany
Deborah Antunes de Oliveira Fontes - IDG Brazil
Eloisa Capra - IDG Brazil
Mette Rendtorff - IDG Denmark
Katrin Auch - IDG Games Media Group
Susan Fischer - LTI (Canada)

reader, cook and swing dancer.

Associate Publisher **Paul Farrell** holds a B.A. in English from Amherst College in Amherst, Mass., and likes to play tennis in his off hours.

### RETURNING EMPLOYEES

*Computerworld* President and CEO **Jim Martin** is delighted to announce the return of two former *Computerworld* employees. **Linda Holbrook** returns to *Computerworld* as regional vice president/Northwest, after working for a competitor in San Francisco. Her IDG career includes stops at *Macworld*, IDC, *CIO*, and then *CW*'s Burlingame, Calif., office where she fostered an excellent sales relationship with Microsoft.

Formerly a district manager with *InfoWorld* and then a member of CW's magazine group, **Sharon Chin** returns to *CW* as the director of a soon-to-be-opening Seattle sales office.

*All business units are welcome to send information and photos for the Noteworthy section to: world_update@idg.com*

## CELEBRATING 10

# Janet Ohlsson

**HOME:** Redwood City, Calif.

**JOINED IDG:** Oct. 1987 as InfoMarket billing assistant, InfoWorld.

**CAREER PATH SINCE JOINING IDG:** InfoMarket Billing Assistant; InfoMarket Advertising Coordinator; InfoMarket Advertising Coordination Supervisor; InfoMarket Advertising Coordination Manager;, Manager, Advertising Coordination (includes ROP and Demo); Director, Advertising Coordination (includes InfoMarket, ROP and Demo, Electric, Recruitment).

**CURRENT TITLE:** Director, Advertising Coordination. My team is responsible for placing all ads, whether it be print or online advertising, ROP, Demo, InfoMarket, Recruitment and Electric. We like to say, "Sales sells the ad, then we take over."

**MOST CHALLENGING PART OF YOUR JOB:** Every day is a new day with new challenges. You never know what will happen when you arrive in the morning.

**BEST PART OF YOUR JOB:** That every day is new, and that I have the best team in the industry.

**WHAT'S KEPT YOU AT IDG FOR 10 YEARS?** The challenge and growth opportunities available.

**INTERESTS OUTSIDE THE OFFICE:** Travel, photography, movies and live theater.

**DREAM DESTINATION:** I fell in love with Ireland and Scotland during my last two vacations and would someday like to move there.

**IDG CHAIRMAN PAT McGOVERN ESCORTS JANET OHLSSON TO** *dinner at the Ritz-Carlton Hotel in San Francisco in honor of her 10 years of service to the company.*

**FANTASY JOB:** Travel photographer/writer or children's book illustrator/writer.

**ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WERE ON FIRE?** Photo albums of family, friends and vacation memories.

**RETIREMENT DREAMS?** I would love to retire to my own little castle on an island in the highlands of Scotland, far away from the hustle of the real world.

**MANAGER'S PROFILE:** "Janet is one of the building blocks that the foundation of *InfoWorld* is built on. Her hard work is one of the reasons *IW* is consistently one of the highest profit contributors to IDG."

- ***Patrick Crotty****, senior VP of operations, InfoWorld*

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 80 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 9 March 2, 1998

PCW ITALIA
CLAIMS NO. 2 SPOT
IN LOCAL MARKET
PAGE 2

PC WELT SHARES UNUSED
CD-ROMS WITH PCW HUNGARY
AND SALES SOAR
PAGE 2

ONLINE: IDG COO JIM CASELLA
TAKES A TURN
AS THIS WEEK'S COLUMNIST
PAGE 3

# IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

## *PCW Yugoslavia* Takes Home National Award

DISKOBOLOS 97
SPECIJALNA NAGRADA

**ONE-YEAR-OLD PC WORLD YUGOSLAVIA** *beat out four competitors to take home the 1997 Diskobolos Award for superior quality in publishing.*

*PC World Yugoslavia* is taking the local market by storm, winning one of the country's most prestigious IT awards in its debut year.

Published by Mikro Knjiga, the first private publishing house in Yugoslavia, *PC World Yugoslavia* began life as

• CONTINUED PAGE 5 •

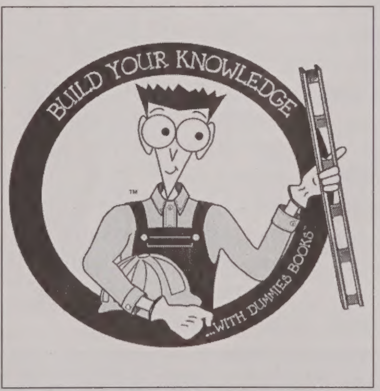
## Dummies Month Becomes a Global Phenomenon

### Promotion looks to build brand awareness for Dummies books

For two months Dummies will take over the world.

March and April are Dummies Months at bookstores selling IDG Books' popular line of ...For Dummies books. Begun in 1993, IDG Books international promotion is a retail event that looks to build brand awareness for the series. Bookstores have the option of running the promotion in whichever month works best for them.

"April 2 is the anniversary of the formal creation of IDG Books, which turns eight this year, so it's fitting that we celebrate Dummies Month in April," said IDG Books CEO **John Kilcullen**. "This event has become a hugely anticipated marketing/retail event for our national and global accounts who do killer business by leveraging the playfulness of the anniversary, April Fools Day and dreaded U.S. income tax deadline events to generate huge mindshare and sales of the ...For Dummies series.



**THE THEME OF THIS YEAR'S** *Dummies Month is "Build Your Knowledge."*

"With our No. 1 competitor [Viacom's Macmillan Computer and General Reference Publishing] on the block, we don't spend too much time worrying about how they will react to this merchandising event," he continued. "Instead, we spend our time challenging ourselves and our partners to be even more creative each year to sustain the incredible momentum. But I bet some of our competitors look enviously at the great marketing mayhem and sales results we produce each year for Dummies Month."

"For our first Dummies Month, we gave away a yellow Miata, a trip to Yellowstone National Park, yellow Kodak cameras, and a lot of other branded yellow things," said **Melisa Duffy**, product marketing manager for IDG Books Worldwide. "While it was consumer-oriented then, we now do it for our retailers as well. We give them a deeper discount and encourage them to stock up on the books. Our in-store goal is to have the consumer see

• CONTINUED PAGE 4 •

## IN BRIEF

# *PC World Italia* Claims No. 2 Spot in Local Market

*PC World Italia* is beginning to reap the fruits of its October 1996 relaunch and the prize is sweet. According to the Italian Audit Bureau of Circulation, *PC World Italia*'s 1997 performance places it squarely in the No. 2 spot for professional PC titles in the local market. The publication's growth figures underline the success of its new format. Combined newsstand sales and paid circulation grew 165% from 24,700 in FY95 and FY96 to 63,000 from October 1997 through January 1998. Advertising revenues in FY97 increased 61.7% over those of FY96, and the number of advertisers has grown from 115 to 210 for the same period. Among those advertisers accounting for the greatest increase in spending are: Toshiba (up 60% from 1996); Creative Labs (up 80%); Canon (up 100%); and Epson (up 120%). From October 1997 to January 1998 ad revenues grew 46% over the corresponding period in the prior year.

Highlights from the past few months include an October 1997 issue that sold 65,000 copies; a special issue in December titled 270 Peripherals that carries a cover mount and remains on newsstands where it has sold 56,000 copies to date; and a January issue with an impressive gold cover that has sold some 64,000 copies, 2,000 copies more than the No. 1 title *PC Professionale*, published by Mondadori.

**Average Paid Circulation for Italy's Top Six PC Titles (newsstand and subs.)**

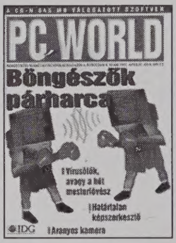
| | |
|---|---|
| *PC Professionale* | 85,000 |
| *PC World Italia* | 63,000 |
| *PC Magazine* | 50,000 |
| *MC Microcomputer* | 39,500 |
| *Chip* | 33,500 |
| *Micro & Personal* | 15,000 |

*Macworld Italia* is also the No. 2 title in a tough market, currently selling approximately 11,800 copies per month. Ad revenue has grown 32.8% from FY96 to FY97, helped along by increased investment from pan-European clients of IDG International Marketing Services.

# Resource Sharing Boosts *PC World Hungary* Sales

Extra CD-ROMS translated into extra sales for *PC World Hungary* last year, thanks to the generosity of the folks at *PC Welt* in Germany.

The *PC Welt* staff had unsold copies of the CD cover mount remaining from the August 1997 issue, and their IDG colleagues in Budapest offered to put them to good use. *PC Welt* gave them the discs at no cost, and *PC World Hungary* re-labled and re-packaged the CDs, which contained a collection of shareware, freeware, demos, games and other items.



Although the content was in German, that didn't pose a problem for the multilingual Hungarian readers. The January 1998 issue of *PC World Hungary* included, as usual, a Hungarian-language CD-ROM as well as the bonus one from *PC Welt*; two for the price of one. As a result, sales for the January 1998 issue of *PC World Hungary* were up by almost 2,000 copies and resulted in the magazine's best month ever: more than 21,486 sold copies.

"I want to give a big 'thank you' to [IDG Magazine Verlag Managing Director] **York von Heimburg** and his staff for their help with this project," said **István Bíró**, managing director of IDG Hungary.

More collaborative efforts are in the works. *PC Welt*'s April CD supplement may be repackaged for use in a summer issue of *PC World Hungary*, and Germany's *GameStar* may share resources with Hungary's *PC-X Magazine*.

Bíró said he would like to offer similar services to other IDG business units. His company's CD-ROMs may be used as premiums in IDG magazines in other countries. Many of the discs have content that is in English or can be used regardless of language.

*For more information, contact Istvan Bíró at ibiro@idg.hu.*

## PC WORLD ITALIA'S RELAUNCH BEHIND PUBLICATION'S CURRENT SUCCESS

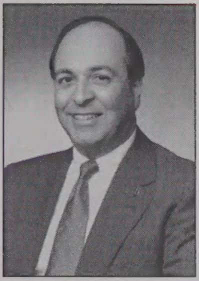
***PC World Italia*'s current strong showing in the local market can be directly tied to a comprehensive relaunch of the publication in September 1996, according to Mario Toffoletti, publisher, Consumer Magazines at IDG Communications Italia. Originally launched in February 1990, the publication remained locked in fifth place behind *PC Professionale*, *MC Microcomputer*, *PC Magazine* and *Chip* in terms of copies sold, promotion and display revenues.**

PC World
COMPUTER S.O.S.

**After extensive customer research, including reader surveys and focus groups, the publication was completely overhauled — everything from a new size, cover design and logo, to improvements in editorial quality and layout and a temporary drop in price designed to capture new readers.**

**Critical to the publication's turnaround was the switch to a new distributor (Rizzoli) as well as a new publication schedule which gets the issue to newsstands on the 25th. "We want to always be out on the same day of the month; it's an appointment with readers," Toffoletti said.**

# ON LINE



**JIM CASELLA**

*IDG's chief operating officer is this week's columnist.*

**Q What is going on with our Mac Publishing joint venture with Ziff? I understand they are moving out of the 501 Second Street building in San Francisco this spring, and the Web site URL is now: http://macworld.zdnet.com — the zdnet is new. Is Softbank going to buy out IDG's share of this venture?**

A Our joint venture with Ziff-Davis is going very well. Both companies will be making more in operating profits together in '98 than if we had continued to operate independently in the Apple market. **Colin Crawford** and his entire team have done an excellent job of integrating two distinct businesses into one company, Mac Publishing.

The operating results for the first calendar quarter of '98 would have been stronger if the clone market had continued. Apple's decision to cancel most licenses has resulted in fewer ad pages than we anticipated, but **Matt Sweeney**, vice president of sales for Mac Publishing, and his colleagues are beginning to bring in new advertisers, like Integraph, which will contribute to the vitality of this business over time. Apple will also begin running in *Macworld*, once again, starting with the April issue.

We agreed when we established Mac Publishing that the content would be available for both partners to use online.

IDG has no interest in selling our 50% of this joint venture. We recently held our second board meeting and I can assure you that the board members from both partners and the senior management team are united in their view of this opportunity. There will continue to be market challenges, but I trust that several more profitable quarters by Apple will help to assure the loyal Macintosh community and Wall Street that there is a future for the Mac OS.

**Are profits from IDG Ventures, our venture capital company, included in the ESOP pool?**

IDG Ventures has made five investments to date. As with any venture capital company, this fund will look to realize its return on these and future investments over the next 10 years. These returns will have a positive impact on IDG's stock price in the future. Our stock price drives the value of each employee's ESOP account, and I trust that IDG Ventures will contribute to the growth of IDG's stock price.

**Were there any highlights from the recent European Managers meeting in Lisbon that you can share? Has the economic crisis in Asia had any negative impact on our European operations?**

When I arrived in Lisbon, I found a group of managers that was quite proud of the first quarter operating results! Several of the managers, at the opening night cocktail reception, pointed out to me that in the first quarter of FY98 our international publishing operations had produced significantly more operating profit than our U.S. business units. These results reflect the very strong IT market in Europe. Recruitment advertising, for example, is surging in Germany and Sweden, as well as in many of the other European countries, which is very beneficial to our *Computerworld/InfoWorld* newsweeklies. Our *PC World* publications are also having excellent results and companies like Dell are fueling their ad page growth. Dell saw its sales increase significantly in Europe during the past year, and it continues to invest heavily in our publications to reach the IT decision makers that have the greatest buying power.

The turmoil in Asia is significantly impacting many of our licensees. At the same time, Australia, for example, had the best first quarter in its 20-year history!

I had once predicted, in an earlier column, that at least 50% of our operating income in our publishing operations would come from our international business units by the year 2000, but I sense that many of our managers are out to prove me wrong and achieve this level of profitability in FY98!

**It's been a number of years since IDG has made a major new publication launch in the U.S. Recently, however, we've launched two: *Solutions Integrator* and *The Internet Industry Standard*. I understand that cost of entry in today's publishing market is very high. What are the primary factors the Executive Committee uses to evaluate a decision to launch a new publication?**

The Executive Committee is constantly looking for great ideas to invest in. Over the past several years, we have consistently invested approximately $25 million in new product launches around the world. Both *Solutions Integrator* and *The Internet Industry Standard* represent opportunities to develop new core brands for IDG. Their product champions, **John Spensieri** and **John Battelle**, have identified market sectors where readers are not well served by our competitors. Launches are always challenging, but this is how IDG will remain vital and grow at a rate that will continue to outpace our major competitors worldwide. *The Internet Industry Standard* builds on our strong tradition of weekly news publications, while *Solutions Integrator* joins an expanding product line of channel publications.

During the evaluation process, we always look for a unique sector in which we can meet reader needs and deliver an audience with significant buying power to the advertiser, combined with a vision that drives the launch. I am confident that we have the right combination for these launches.

*Please send questions for our regular columnists (IDG Chairman Pat McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella) to world_update@idg.com.*

**DUMMIES MONTH**

*continued from page 1*

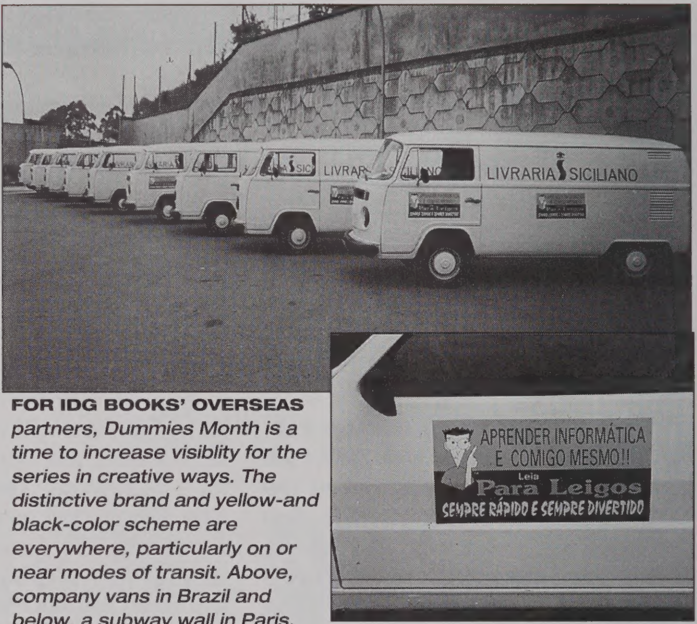
yellow and black when they walk in the store. We give the retailers posters and signs and other materials that are all branded with the Dummies Man. We want the retailer to take in more books, with the idea that they'll sell more books."

The theme of this year's Dummies Month is "Build Your Knowledge," and the logo shows the highly recognized Dummies Man in hard hat regalia. You'll be seeing a lot of him soon.

### Contests add to the fun

IDG Books runs several contests for all its accounts in conjunction with the promotion. There are three display contests for bookstores: Most Books Per Square Foot, Most Creative Display — *Gardening For Dummies* piled high in wheelbarrows, for example — and Best Display Using IDG Books Point-of-Purchase materials, which this year includes stackable inflatable building blocks similar to beach balls. There is also a Spot The Display contest for IDG Books employees in which they send in an internal e-mail saying where they saw a Dummies Month display; employees get promotional materials in return. Duffy said that IDG Books is looking to open this annual contest to IDG employees worldwide in the next year or two.

"Dummies Month is great for business and a lot of fun for the stores and customers," said Margaret Lane, divisional merchandising manager for Borders, Inc., one of IDG Books' largest retail bookstore partners. "We feel the popularity of the Dummies Brand and the Dummies Month Promotion is an important part of our annual marketing program."


LIVRARIA SICILIANO
APRENDER INFORMÁTICA É COMIGO MESMO!!
Leia Para Leigos
SEMPRE RÁPIDO E SEMPRE DIVERTIDO

LA PREMIÈRE COLLECTION POUR LES DERNIERS EN INFORMATIQUE!
LE PC POUR LES NULS
IDG

**FOR IDG BOOKS' OVERSEAS** *partners, Dummies Month is a time to increase visiblity for the series in creative ways. The distinctive brand and yellow-and black-color scheme are everywhere, particularly on or near modes of transit. Above, company vans in Brazil and below, a subway wall in Paris.*

Lauriat's bookstores will be offering 25% off all Dummies books for the month of April, and the online bookstore Amazon.com will have author interviews, a daily Dummies tip and a Dummies store-within-a-store on their site that month.

According to Duffy, Dummies Month "gets bigger every year. One of the challenges [for our marketing, sales and senior management teams] is finding a unique, creative element that hasn't been done before. You don't want someone saying, 'Oh, you did that last year.' This year we're running ads in *USA Today* in March and April to drive consumer to the stores." The ads will focus on the breadth of the Dummies line and feature *The Internet For Dummies* and *Baseball For Dummies* with the tagline, "From high-tech to home runs, we make it easy."

The promotion is two-tiered in two ways. It targets both the large, chain bookstores and the independents, from college bookstores to mom-and-pop operations, not to mention the computer-book buyer and the everyday consumer. It is also global in scope. "For our international customers, it's a holiday retail event, and they block out the month of April for it," Duffy said. Bookstores have been known to slather the IDG Books name, logo and yellow on everything from buses and taxis to buildings and subway walls.

"While many of the Dummies titles lend themselves to other holidays, such as Mother's Day or Valentine's Day, Dummies Month is unique," Duffy said. "In terms of books sold, we also look at feedback from consumers and bookstore employees, who are a great source of information. Our own employees are also out in the store listening," Duffy said.

## DUMMIES BOOKS CATCHING ON IN CROATIA

**Dummies partner Znak d.o.o. in Croatia (population 5 million) held a very successful Dummies month campaign in April 1997. It included a window display contest among booksellers, a press conference and a computer give-away to the author of the best new slogan for the series. The winner: "It's not jaundice, but it's contagious!" This slogan will be used in 1998's Dummies month promo. Special items created for the promotion include posters, banners, stickers, pens and dog tags (to promote the launch of *Dogs For Dummies* and other trade Dummies titles).**

# Job Opportunities -- March 2, 1998

**Senior Graphic Designer (CW)**
The individual in this position will be responsible for execution, style consistency and graphic quality of all print and electronic marketing communications. Other responsibilities include setting graphic standards for projects and participating in deadline setting and monitoring progress against those deadlines. Qualified candidates will possess graphic design education and work experience in addition to computer-aided design and production competency. *Location: Burlingame, CA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Marketing Director (CW)**
The Marketing Director will be responsible for the development and execution of CW advertising sales promotions. Duties and responsibilities will include working closely with VP/Marketing to refine marketing plan, determining best strategy to communicate Computerworld position to advertising community at large, optimizing frequency through various means of message delivery, developing marketing plans for CW ancillary products, coordinating analysis and packaging of research, sharing strategies and design elements with Sales Development team to assure coordinated development of sales tools and monitoring budgets. The individual in this position must be a self-starter, motivated to set and keep deadlines as well as make decisions based on necessity to provide information in the timeliest, most impactful manner to marketplace. *Location: Burlingame, CA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**System Support Specialist (CW)**
Computerworld is seeking an experienced candidate to fill the role of Systems Support Specialist in the Framingham office. This position will be responsible for desktop support in the Framingham office. The ideal candidate would have an in depth knowledge of Windows95, Windows NT and MAC-OS with 1-2 years hands on PC and Mac end-user support. Must have experience on a network --Windows NT or Novell Netware with a working knowledge of software packages supported by the Systems department, including Lotus Notes, the Microsoft Office Suite and Quark. Publishing experience along with experience in QPS and Media Bank are considered strong advantages. This person should have excellent interpersonal and problem-solving skills, have the ability to work well individually and as member of a team, have the ability to multitask, and above all, have a desire to work in a fast-paced challenging environment. *Location: Framingham, MA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Inquiry Analyst, West Coast (IDC)**
The Inquiry Analyst's primary charter is to provide IDC cuustomers with inquiry and research support. Additional responsibilities include client/contact information management, inquiry usage tracking, and sales and service liaison for a distinct customer set. The analyst will become knowledgeable in IDC's market research products and services and draw from these resources in supporting the customers' information needs. The Inquiry Analyst will also be responsible for remaining current on information technology industry news and events. As the Inquiry Analyst will be the key interface for many customers, the following skills and traits are essential: 3-5 Years of professional/business experience, demonstrated customer services skills, excellent oral and written communication skills, team player, ability to manage multiple tasks/projects simultaneously, BA/BS preferred. Computer skills and knowledge of the IT industry are helpful but not required. *Location: Mt. View, CA*
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idcresearch.com

**Research Analyst, Global Research Services (IDC)**
We are looking for an outstanding individual to join our US-based International Group. This person will be responsible for providing qualitative and quantitative analysis for the GRS product set and executing international consulting projects for major IT suppliers. Individual must demonstrate a proven track record of working in a deadline-oriented environment. The ideal candidate will be a self-motivated individual with initiative and the ability to complete tasks with limited supervision. The position requires someone with strong writing skills in addition to being comfortable working with industry models and economic data. Proven technical skills including working with databases and advanced Excel capabilities are essential. An understanding of the International environment especially with regard to IT marketplace are highly desirable. Degree essential. *Location: Mt. View, CA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

**Associate Research Analyst - CIA/IRS (IDC)**
IDC's Investment Research Services/Custom Information Access program provides customer-defined research support to a variety of organizations: brokerage firms, commercial banks, investment banks, money-managers, advertising/PR firms, technology-related vendors, and accounting/consulting firms. The program is designed to provide access to IDC's full complement of research services through a carefully managed client-supported mechanism. The analyst account managers support a defined client franchise through both inquiry-on-call and proactive research support. The analyst is responsible for managing all client requests and contributing to larger research projects and initiatives. Some responsibilities include: client management, inquiry support, custom project management (client-driven and program specific) and maintain knowledge of IDC products and all segments of the IT industry.
*Location: Framingham, MA*
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idcresearch.com

**Research Analyst, Data Communications (IDC)**
Individual will conduct market analysis in the data communications area. Responsibilities include market forecasting, regular delivery of written research, executing industry projects, responding to inquiries from vendor, user, and press, and growing IDC's business in the data communications market. Individual must possess excellent writing, communications, and data analysis skills, be savvy in information technology and have an understanding of wide area switches and access equipment and how equipment is sold to private networks and public carriers. BA/BS degree and 3-5 years experience required. *Location: Framingham, MA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

**Senior Research Analyst, Software Support & Integration (IDC)**
The Services Group seeks a motivated analyst for the Software Support & Integration program. This high profile position involves making informed recommendations to major IT vendors and developing new or enhanced research products. The successful candidate will maintain frequent contact with the press, analysts from around the world, and senior services executives. Responsibilities include developing competitive profiles of leading IT firms, determining market shares, forecasting industry trends, managing primary and secondary research, and custom consulting projects. Ideally, the candidate for this position will have 3 years of experience in the IT industry. Strong quantitative, analytical, and writing skills are essential. Entrepreneurial drive, excellent customer relation and presentation skills are also required. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

**Senior Systems Administrator (IDC)**
As part of a team including the desktop and server systems administration, you will be responsible for insuring that IDC's systems infrastructure is robust, reliable, and flexible. One of your primary responsibilities will be to a key contributor in the design, implementation and support for IDC's enterprise InterNetWare environment. Knowledge of remote management, network protocols, firewall and remote access technologies is critical. A thorough understanding of complex systems environments is essential. Experience with NT, Lotus Notes, and Oracle servers are pluses. While InterNetWare will be your area of primary focus, you will be expected to become conversant with all areas of IDC's systems infrastructure. You will provide second level support for our help desk staff and may at times be asked to provide coverage in this area. Strong communication and documentation skills are expected. Some off-hours and weekend work will be required. A customer service attitude is
essential. Should be a strong champion of technology. Experience required includes: 5-7 years of systems related positions with at least 3 years of network and systems administration in a complex, multi-server, multi-NOS environment. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

**Director, Consumer Internet (IDC/LINK)**
Individual will drive the growth of the Consumer Internet program. Responsibilities include business development, proposal writing, regular delivery of written research and presentations, directing end-user surveys, executing consulting projects and managing a small staff. Individual must be entrepreneurial, and familiar with the market research business, possess excellent written and communication skills, have a working knowledge of Internet/on-line services as they relate to consumers, and experienced in other aspects of information technology. *Location: Mt. View or Irvine CA, NYC, or Framingham MA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

**Senior Research Analyst -- Consumer Internet (IDC/LINK)**
Individual will conduct market analysis in the consumer Internet area. Responsibilities include market forecasting, regular delivery of written research, executing industry projects, responding to inquiries from vendor, user, investor clients and press and growing IDC's business in the consumer Internet market. Individual must possess excellent writing, communication and data analysis skills, be experienced or savvy in information technology and have a thorough understanding of Internet/online services in the consumer market. *Location: Mt. View or Irvine CA, NYC or Framingham, MA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

**Associate System Support Specialist (IDG)**
The Corporate IS department seeks a highly motivated and enthusiastic Associate System Support Specialist. This full-time entry level position is an excellent opportunity to gain practical experience in the IS field. Our challenging and technologically advanced environment includes Windows 95&3.11, NT, VMS, Novell and Notes. Duties include support and maintenance of desktop PCs, printers, and servers as well as some clerical/administrative work. The successful candidate will have some experience with PC hardware and software and will be committed to a career in Information Technology. Strong organizational, communication and interpersonal skills are required. Must be able to take assignments, follow through and keep management informed. Bachelor's degree preferred. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Copy Editor (Mac Pub)**
The ideal candidate for this position will be responsible for copyediting news and reviews for print and on-line as well as designing pages in QuarkXPress. This person will have excellent copyediting skills, knowledge of AP style and good headline writing skills. A familiarity with pagination, especially using QuarkXPress is a big plus. *Location: San Francisco, CA*
Contact: B. Benner, Fax: 415-243-3535, Phone: 415-243-3588, Email: brenda_benner@macweek.com

**IS Desktop Support Specialist (IDG Games Media Group)**
Provide technical system support for fast-paced, computer/console gaming environment. Requires 2-3 years hands-on PC/Mac end user support experience; in-depth knowledge of MS Office, FileMaker Pro, Quark Express & Adobe Photoshop. Desktop publishing experience a plus. Must have excellent interpersonal & communication skills and work well in collaborative team environment. This position will be relocating to San Francisco in the spring. *Location: San Mateo, CA*
Contact: C. Aguilar, Fax: 650-349-5279, Phone: Multiple Sites, Email: caguilar@iftw.com

**Manager of Network Services and Architecture (IFW)**
InfoWorld is looking for a Manager of Network Services and Architecture to provide the foundation for all of our technology. In this role, you develop the master plan for our network and communications infrastructures, oversee their installation, and manage the operations staff. We are a mixed environment focused on the Wintel platform, Lotus Notes, and Novell, but also have NT servers and Macintosh clients. We are in the midst of a network redesign and are committed to provide a strong, stable infrastructure to support our world-class editorial, sales, and support teams. This hands-on position reports to the IS director and manages a staff of two. Key requirements are a minimum of five years in a complex network environment, at least three in supervisory positions; experience with Novell and NT is essential. *Location: San Mateo, CA*
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

**Regional Sales Manager (IFW)**
Responsible for prospecting, maintaining, and increasing sales of ad pages and share-of-market advertising space for InfoWorld in both our print and "electric" editions. Must develop a thorough understanding of the PC market and InfoWorld's position and value in that market. Responsibilities also include training and managing an Account Executive and Sales Associate. Requires a minimum of five years in computer publication ad sales. *Location: San Mateo, CA*
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

**Regional Ad Director (Web Shopper)**
The Regional Ad Director will be responsible for establishing relationships with, strategic selling to and developing long-term business partnerships with key clients. He/she will be expected to quickly master the business' sales approach with sales strategy, become familiar with online technology, understand audience measurement techniques, interpret research, capitalize on the advantages of online vs. print, and know how to successfully differentiate and sell competitively in predominantly consumer markets. As the business is in launch, there will be little administrative support and heavy travel and client loads will be the norm. Successful candidates should have proven sales expertise, excellent communication and organizational skills, and the discipline to work independently and stay motivated with minimal supervision. A background in marketing and research, and a track record of successfully selling into retail and consumer (in addition to technology markets) is recommended. Previous online space experience a plus. *Location: San Francisco, CA*
Contact: S. Ginenthal, Fax: 415-442-0766, Phone: 415-978-3203, Email: shelly_ginenthal@macworld.com

**Regional Sales Manager (PC Games Magazine) (IDG Games Media Group)**
Reporting directly to the publisher, the regional sales manager will sell advertising for PC Games magazine and ancillary products on the West Coast. Will cultivate new business opportunities as well as expand existing accounts. 5+ years successful experience in ad sales required. Must have excellent communication skills, be a team player and thrive in fast-paced deadline-driven environment.
*Location: San Mateo, CA*
Contact: C. Aguilar, Fax: 650-349-5279, Phone: Multiple Sites, Email: caguilar@iftw.com

Places to find a complete listing of job opportunities across IDG:
- Lotus Notes – Job Opportunities Database
- IDC Central – http://idgcentral.com
- IDG Web Site – http://www.idg.com
- Job Hotline – MA: 5-8-935-4406 PCW/MacWorld/Publish: 415-978-3100
- The World Update on the last Monday of every month

## Week of March 2, 1998

| BU | Category | Title | Location | Contact | Phone | Fax |
|---|---|---|---|---|---|---|
| CHSG | Finance | Financial Controller/Business Manager | San Mateo, CA | S. Moore | P: 650-312-0631 | F: 650-312-0668 |
| CHSG | Sales | Account Executive | Rochelle Park, NJ | S. Moore | P: 650-312-0631 | F: 650-312-0668 |
| CHSG | Sales | Account Executive | Chicago, IL | S. Moore | P: 650-312-0631 | F: 650-312-0668 |
| CHSG | Sales | Account Executive | San Mateo, CA | S. Moore | P: 650-312-0631 | F: 650-312-0668 |
| CIO | Ad Sales | Regional Sales Manager | San Francisco, CA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Edit | Copy Editor | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Edit | Features Writer | San Francisco, CA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Finance | Accounting Assistant | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Systems | IS Support Specialist | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CW | Art/Design | Senior Graphic Designer | Burlingame, CA | P. Fowler Sheer | P: 508-820-8647 | F: 508-879-3760 |
| CW | Edit | West Coast Bureau Chief | Burlingame, CA | P. Fowler Sheer | P: 508-820-8647 | F: 508-879-3760 |
| CW | Exec | Senior Vice-President/Publisher | Framingham, MA | S. Perry | P: 508-820-8160 | F: 508-879-3760 |
| CW | HR | Human Resources Representative | Framingham, MA | S. Perry | P: 508-820-8160 | F: 508-879-3760 |
| CW | Mktg | Marketing Assistant, Computerworld Careers | Framingham, MA | P. Fowler Sheer | P: 508-820-8647 | F: 508-879-3760 |
| CW | Mktg | Marketing Director | Burlingame, CA | P. Fowler Sheer | P: 508-820-8647 | F: 508-879-3760 |
| CW | Rsch | Director of Research | Framingham, MA | S. Perry | P: 508-820-8160 | F: 508-879-3760 |
| CW | Sales | Account Executive | Seattle, WA | T. Lehane | P: 415-548-5532 | F: 415-347-6371 |
| CW | Sales | Account Executive/Computerworld Marketplace & Card Deck | Framingham, MA | P. Fowler Sheer | P: 508-820-8647 | F: 508-879-3760 |
| CW | Sales | Sales Assistant/Computerworld Marketplace & Card Deck | Framingham, MA | P. Fowler Sheer | P: 508-820-8647 | F: 508-879-3760 |
| CW | Sales | Sales Associate | Irvine, CA | T. Lehane | P: 415-548-5532 | F: 415-347-6371 |
| CW | Sales | Sales Associate | Seattle, WA | T. Lehane | P: 415-548-5532 | F: 415-347-6371 |
| CW | Sales | Sales Associate | Burlingame, CA | T. Lehane | P: 415-548-5532 | F: 415-347-6371 |
| CW | Sales | Sales Manager | Framingham, MA | P. Fowler Sheer | P: 508-820-8647 | F: 508-879-3760 |
| CW | Systems | System Support Specialist | Framingham, MA | P. Fowler Sheer | P: 508-820-8647 | F: 508-879-3760 |
| CW Singapore | Edit | Editor | Singapore | J. Tan | P: 65-345-8383 | F: 65-345-7097 |
| ENN | Sales | Director, Regional Recruitment Advertising | EC or WC | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| FCW | Ad Sales | Sales Assistant | Falls Church, VA | J. Dendievel | P: 703-876-5057 | F: 703-876-5089 |
| FCW | Circ | Promotions Manager | Falls Church, VA | J. Dendievel | P: 703-876-5057 | F: 703-876-5089 |
| FCW | Edit | Reporter | Falls Church, VA | J. Dendievel | P: 703-876-5057 | F: 703-876-5089 |
| GWAN | On-Line | On-Line Account Manager | Stamford, CT | M. Maynard | P: 508-935-4777 | F: 508-935-4600 |
| IDC | Admin | Administrative Assistant, PT | Mt. View, CA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Admin | Group Operations Coordinator | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4600 |
| IDC | Admin | Office Administrator | Coral Gables, FL | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Admin | Part-Time Library Assistant | Mountain View, CA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Admin | Sales Operations Office Assistant PT | Irvine, CA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Finance | Billing Accountant | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4600 |
| IDC | Intern | Intern, Printers | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Mktg | Marketing Communications Specialist | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Research | Inquiry Analyst, West Coast | Mt. View, CA | E. Baptiste | P: 508-935-4649 | F: 508-935-4610 |
| IDC | Research | Research Analyst, Global Research Services | Mt. View, CA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Rsch | Associate Research Analyst - CIA/IRS | Framingham, MA | E. Baptiste | P: 508-935-4649 | F: 508-935-4610 |
| IDC | Rsch | Associate Research Analyst - PC Hardware | Mt. View, CA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Inquiry Analyst | Framingham, MA | E. Baptiste | P: 508-935-4649 | F: 508-935-4610 |
| IDC | Rsch | Program Manager, Worldwide Services | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst - Business Network Services | TBD | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst - PC Quarterly | Coral Gables, FL | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| IDC | Rsch | Research Analyst - Systems, Server & Software | Coral Gables, FL | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| IDC | Rsch | Research Analyst, Custom Information Access | Framingham, MA | E. Baptiste | P: 508-935-4649 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, Data Communications | Framingham, MA | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| IDC | Rsch | Research Analyst, Storage | Framingham, MA | E. Baptiste | P: 508-935-4649 | F: 508-935-4610 |
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| IDC | Rsch | Research Manager, Server Quarterly Tracker | Framingham, MA | E. Baptiste | P: 508-935-4649 | F: 508-935-4610 |
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| IDC | Rsch | Senior Research Analyst, Software Support & Integration | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Sales | Client Services Representative - Major Accounts | Framingham, MA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Sales | Sales Manager, Latin American Research | Coral Gables, FL | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Systems | Applications Engineer | Framingham, MA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
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| IDG | Admin | Receptionist | Des Plaines, IL | G. Giovanni | P: 847-827-4433 | F: 847-827-9159 |
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| IDG | Finance | Associate Credit Analyst | Framingham, MA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| IDG | HR | HRIS Specialist | Framingham, MA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
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| IDG Central Services | Admin | Receptionist (2) | San Francisco, CA | T. Ohara | P: 415-978-3204 | F: 415-974-7316 |
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| IDG Central Services | Tech | Facilities Planner | San Francisco, CA | S. Heistand | P: 415-978-3358 | F: 415-543-3984 |
| IDG Central Services | Tech | Facility Coordinator | San Francisco, CA | J. Dills | P: 415-978-3103 | F: 415-442-1891 |
| IDG Central Services | Telecom | Telecommunications Coordinator | San Francisco, CA | T. Ohara | P: 415-978-3204 | F: 415-974-7316 |
| IDG Games Media Group | Ad Sales | Regional Sales Manager (PC Games Magazine) | San Mateo, CA | C. Aguilar | P: Multiple Sites | F: 650-349-5279 |
| IDG Games Media Group | Edit | Assistant Managing Editor | San Mateo, CA (relocating to SF in spring) | K. Skaggs | P: 650-286-2537 | F: 650-349-8347 |
| IDG Games Media Group | Finance | Accounting Coordinator | San Mateo, CA (relocating to SF in spring) | L. Ching | P: 650-286-2595 | F: 650-349-5279 |
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| IDG Games Media Group | On-Line | Online Producer | San Mateo, CA (relocating to SF in spring) | F. Mao | P: 650-349-4300 | F: 415-442-0766 |
| IDG Games Media Group | Prod | Production Coordinator | San Mateo, CA (relocating to SF in spring) | F. Mao | P: 650-349-4300 | F: 415-442-0766 |
| IDG Games Media Group | Sales | Eastern Regional Sales Manager | San Mateo, CA (relocating to SF in spring) | C. Aguilar | P: Multiple Sites | F: 650-349-5279 |
| IDG Games Media Group | Sales | Regional Sales Manager | San Mateo, CA (relocating to SF in spring) | C. Aguilar | P: Multiple Sites | F: 650-349-5279 |
| IDG Games Media Group | Sales | Sales Associate | San Mateo, CA (relocating to SF in spring) | C. Aguilar | P: Multiple Sites | F: 650-349-5279 |
| IDG Games Media Group | Systems | IS Desktop Support Specialist | San Mateo, CA | C. Aguilar | P: Multiple Sites | F: 650-349-5279 |
| IDG Global Comm. | IS/Prod. | Applications Developer | San Mateo, CA | D. Garza | P: 650-524-5701 | F: 650-524-5730 |
| IDG Global Comm. | IS/Prod. | Senior Applications Developer | San Mateo, CA | D. Garza | P: 650-524-5701 | F: 650-524-5730 |
| IDG Global Comm. | Systems | Systems Administrator | San Mateo, CA | D. Garza | P: 650-524-5701 | F: 650-524-5730 |
| IDG List | Admin | Administrative Coordinator | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| IDG News Service | Edit | London Correspondent/Bureau Chief | London, England | R. Garretson | P: 617-423-1052 | F: 617-423-0240 |
| IDG/B | Admin | Administrative Assistant, Legal | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Edit | Acquisitions Editor | Indianapolis, IN | M. Boese | P: 317-596-5436 | F: 317-596-5240 |
| IDG/B | Edit | Associate Technical Editor | Indianapolis, IN | M. Boese | P: 317-596-5436 | F: 317-596-5240 |
| IDG/B | Edit | Copy Editor | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Edit | Development Editor | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Edit | Editorial Assistant | Indianapolis, IN | M. Boese | P: 317-596-5436 | F: 317-596-5240 |
| IDG/B | Finance | Accountant | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Finance | Business Manager | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Finance | Credit Specialist | Indianapolis, IN | M. Boese | P: 317-596-5436 | F: 317-596-5240 |
| IDG/B | HR | Vice President, Human Resources | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Mktg | Design Manager | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
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| IDG/B | Prod | Graphics Technician | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Prod | HTML Technician | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Prod | Project Coordinator | Foster City, CA | T. Stuart | P: 650-655-3101 | F: 650-655-3206 |
| IDG/B | Sales | Customer Service Supervisor | Indianapolis, IN | M. Boese | P: 317-596-5436 | F: 317-596-5240 |
| IDG/B | Sales | Director, International Sales | Foster City, CA | C. Yam | P: 415-286-2546 | F: 415-349-5279 |
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| IDG/B | Sales | Sales Assistant | Indianapolis, IN | M. Boese | P: 317-596-5436 | F: 317-596-5240 |
| IDG/B | Systems | Manager of Technical Support | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |

**Week of March 2, 1998**

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| IDG/CE | Expo | Event Show Manager | Norwood, MA | K. Heenan | P: 617-440-2724 | F: 617-440-0300 |
| IDG/CE | Expo | Trade Show Director - ComNet | Norwood, MA | K. Heenan | P: 617-440-2724 | F: 617-440-0300 |
| IDG/CE | Rsch | Research and Development Coordinator | Norwood, MA | K. Heenan | P: 617-440-2724 | F: 617-440-0300 |
| IDG/CE | Sales | Account Manager | Norwood, MA | K. Heenan | P: 617-440-2724 | F: 617-440-0300 |
| IDG/WE | Sales | National Account Manager (2) | Framingham, MA | M. Maynard | P: 508-935-4777 | F: 508-935-4600 |
| W | Edit | Assistant Managing Editor | San Mateo, CA | S. Barnes | P: 650-525-3464 | F: 650-312-0668 |
| W | Edit | Associate Editor, Test Center | San Mateo, CA | S. Barnes | P: 650-525-3464 | F: 650-312-0668 |
| IFW | Edit | Associate Editor/Supplements | San Mateo, CA | S. Barnes | P: 650-525-3464 | F: 650-312-0668 |
| IFW | Edit | Copy Editor | San Mateo, CA | S. Barnes | P: 650-525-3464 | F: 650-312-0668 |
| IFW | Finance | Vice President of Finance | San Mateo, CA | D. Vieraitis | P: 650-312-0566 | F: 650-312-0668 |
| IFW | Mktg | Marketing Director | San Mateo, CA | D. Vieraitis | P: 650-312-0566 | F: 650-312-0668 |
| IFW | Prod | Metro Career Specialist | San Mateo, CA | S. Moore | P: 650-312-0631 | F: 650-312-0668 |
| IFW | Sales | Account Executive/Inside Partner | San Mateo, CA | L. Brault | P: 650-312-0669 | F: 650-312-0668 |
| IFW | Sales | Manager of Network Services and Architecture | San Mateo, CA | S. Moore | P: 650-312-0631 | F: 650-312-0668 |
| IFW | Sales | Regional Sales Manager | San Mateo, CA | L. Brault | P: 650-312-0669 | F: 650-312-0668 |
| IFW | Testing | Analyst - Application Development | San Mateo, CA | S. Barnes | P: 650-525-3464 | F: 650-312-0668 |
| IIS | Ad Sales | Account Executive (5 positions) | San Francisco, CA | C. Lucanegro | P: 415-537-9020 | F: 415-537-9022 |
| IIS | Ad Sales | Classified Sales Manager | San Francisco, CA | C. Lucanegro | P: 415-537-9020 | F: 415-537-9022 |
| IIS | Ad Sales | Regional Sales Manager | New York, NY | C. Lucanegro | P: 415-537-9020 | F: 415-537-9022 |
| IIS | Ad Sales | Regional Sales Manager | Boston, MA | C. Lucanegro | P: 415-537-9020 | F: 415-537-9022 |
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| IIS | Edit | Executive Editor | San Francisco, CA | S. Ginenthal | P: 415-978-3203 | F: 415-442-0766 |
| IIS | Edit | Managing Editor | San Francisco, CA | S. Ginenthal | P: 415-978-3203 | F: 415-442-0766 |
| IIS | Edit | Metrics Reporter | San Francisco, CA | S. Ginenthal | P: 415-978-3203 | F: 415-442-0766 |
| IIS | Edit | Reporter/Staff Writer (2) | San Francisco, CA | S. Ginenthal | P: 415-978-3203 | F: 415-442-0766 |
| IIS | Edit | Senior Writer/Reporter | San Francisco, CA | S. Ginenthal | P: 415-978-3203 | F: 415-442-0766 |
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| IIS | On-Line | Business Development Manager | San Francisco, CA | S. Ginenthal | P: 415-978-3203 | F: 415-442-0766 |
| IIS | On-Line | Web/Database Engineer | San Francisco, CA | S. Ginenthal | P: 415-978-3203 | F: 415-442-0766 |
| IIS | Operations | VP of Operations | San Francisco, CA | S. Ginenthal | P: 415-978-3203 | F: 415-442-0766 |
| IIS | Prod | Production Manager | San Francisco, CA | A. Foley | P: 415-978-3316 | F: 415-442-0766 |
| IMS | Graphics | Graphic Designer | San Francisco, CA | M. Maynard | P: 508-935-4777 | F: 508-935-4600 |
| IMS | Mktg | Marketing Assistant, Part-Time | San Francisco, CA | M. Maynard | P: 508-935-4777 | F: 508-935-4600 |
| IMS | Sales | Director of International Accounts / East | Framingham, MA | M. Maynard | P: 508-935-4777 | F: 508-935-4600 |
| IMS | Sales | National Accounts Analyst | San Francisco, CA | M. Maynard | P: 508-935-4777 | F: 508-935-4600 |
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| IMS/EMEA | Sales | On-Line Sales Executive | Staines, England | P. Shalet | P: 011-44-1784-210-210 | F: 011-44-1784-210-200 |
| Mac Pub | Ad Sales | Account Executives (2 positions) | San Francisco, CA | M. Chow | P: 415-978-3272 | F: 415-442-0766 |
| Mac Pub | Edit | Copy Editor | San Francisco, CA | B. Benner | P: 415-243-3588 | F: 415-243-3535 |
| Mac Pub | Edit | Senior Writer | San Francisco, CA | R. LePage | P: 415-243-3552 | F: N/A |
| NW | Admin | Receptionist/Telecom Administrator | Framingham, MA | D. Volpe | P: 508-820-7472 | F: 508-820-3340 |
| NW | advertising | Advertising Coordinator | Framingham, MA | D. Volpe | P: 508-820-7472 | F: 508-820-3340 |
| NW | Confer | Logistics Coordinator, Part-time | Framingham, MA | D. Volpe | P: 508-820-7472 | F: 508-820-3340 |
| NW | Edit | Copy Editor | Framingham, MA | D. Volpe | P: 508-820-7472 | F: 508-820-3340 |
| NW | Edit | Feature Reporter | Framingham, MA | D. Volpe | P: 508-820-7472 | F: 508-820-3340 |
| NW | Mktg | Director of Marketing | Framingham, MA | D. Volpe | P: 508-820-7472 | F: 508-820-3340 |
| NW | Sales | Account Executive | Wayne, PA | D. Volpe | P: 508-820-7472 | F: 508-820-3340 |
| NW | Sales | District Sales Manager | Santa Clara, CA | D. Volpe | P: 508-820-7472 | F: 508-820-3340 |
| NW | Sales | Sales Assistant | Framingham, MA | D. Volpe | P: 508-820-7472 | F: 508-820-3340 |
| PCW | Ad Sales | Account Representative | Los Angeles, CA | B. Hanck | P: 310-312-8008 | F: 310-312-8048 |
| PCW | Admin | Administrative Assistant | San Francisco, CA | N. Jacobs | P: 415-978-3303 | F: 415-442-1891 |
| PCW | Edit | Copy Editor | San Francisco, CA | K. Stein | P: 415-974-7362 | F: 415-442-1891 |
| PCW | Finance | Financial Analyst | San Francisco, CA | M. Buckingham | P: 415-978-3308 | F: 415-442-1891 |
| PCW | Testing | Test Center Coordinator | San Francisco, CA | U. Diehlmann | P: 415-974-7429 | F: 415-442-1891 |
| CW - Hong Kong | Edit | Editor | Hong Kong | M. de Almeida | P: 011-852-2861-3238 | F: 011-852-2861-0953 |
| PCW OSG | Circ | Customer Service Representative | San Francisco, CA | M. Green | P: 415-975-2680 | F: 415-974-7491 |
| PCW OSG | Edit | Editor, Tip World/Dummies Daily | San Francisco, CA | R. Glitman | P: 415-267-1769 | F: 415-442-1891 |
| PCW OSG | Edit | Executive Editor, PC World Today | San Francisco, CA | R. Glitman | P: 415-267-1769 | F: 415-442-1891 |
| PCW OSG | Edit | Reviews Editor | San Francisco, CA | R. Glitman | P: 415-267-1769 | F: 415-442-1891 |
| PCW OSG | Online Ad Sales | West Coast Advertising Director, PCW OSG Advertising Sales | San Francisco, CA | T. Gewecke | P: 415-978-3153 | F: 415-442-1891 |
| PCW OSG | Product Development | Assistant Product Manager, TipWorld and Dummies Daily | San Francisco, CA | D. Fox | P: 415-267-1773 | F: 415-974-7491 |
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| Web Shopper | Art/Design | Designer | San Francisco, CA | A. Block | P: 415-975-2640 | F: 415-442-1891 |
| Web Shopper | Edit | Managing Editor | San Francisco, CA | A. Eisner | P: 415-974-7436 | F: 415-975-2616 |
| Web Shopper | Edit | Staff Editor | San Francisco, CA | A. Eisner | P: 415-974-7436 | F: 415-975-2616 |
| Web Shopper | Mktg | Marketing Communications Manager | San Francisco, CA | D. Ezequelle | P: 415-267-4560 | F: 415-975-2616 |
| Web Shopper | Sales | Account Representative (2 positions) | San Francisco, CA | D. Templin | P: 415-267-4508 | F: 415-442-1891 |
| Web Shopper | Sales | VP, Sales | San Francisco, CA | D. Ezequelle | P: 415-267-4560 | F: 415-975-2616 |
| Web Shopper | Systems | Lead Java Developer | San Francisco, CA | K. Freytag | P: 415-975-2207 | F: 415-975-2616 |
| Web Shopper | Tech | JaxXcripter | San Francisco, CA | K. Freytag | P: 415-975-2207 | F: 415-975-2616 |

## PC WORLD YUGOSLAVIA

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*Mikroracunari* (microcomputers) in January 1997 and had published six issues by the time **Tim Clarke**, vice president of licensing at IDG International Publishing Services, paid a visit in May. Two months later, the publication was reborn as *Mikro - PC World Yugoslavia*, a full-color 100-page magazine featuring a wide range of articles from *PC World*, *Publish* and *Macworld* in the U.S. as well as locally generated content.

PC WORLD
Mikro
INTEGRISANI PAKETI
- obrada teksta
- baze podataka
- tabele
- prezentacije

Nude li Microsoft, Corel i Lotus previše dobrih stvari ?

### Superior content, readability

"What distinguishes *Mikro - PC World* the most from other computer magazines in this market, besides its superior content, is its readability," noted Managing Editor **Olga Milanko**. "People in English-speaking countries cannot imagine how important it is for a computer magazine to be readable. All other computer magazines in Yugoslavia use a lot of English and quasi-English words, making the articles hard to understand. This is because local authors are often 'freely translating' articles from various sources instead of writing them or because they do not understand the material well enough to explain it in plain language and hide behind jargon that scares newcomers away.

"We are trying to win back the confidence in local computer magazines that has been lost over the years largely because of the language used in them," Milanko said.

And obviously, she and her team are succeeding. The Yugoslav Informatics Association established its Diskobolos Award three years ago to honor the highest achievements in informatics in seven categories:

- Construction
- Social Services
- Finance
- Health
- Science
- Publishing
- Radio and television

*Mikro - PC World Yugoslavia* was presented the 1997 Diskobolos award in the category of publishing for superior quality in presenting computer-related information.

"This award means a lot to all of us in Mikro Knjiga, because we put a lot of effort, care and love into our work and because we do it 'our way' instead of following an easier and cheaper path, which does not satisfy our high criteria," Milanko said. "When we launched the magazine in 1997, we faced competition that has been in the magazine market for years — many of them for over 10 years. Winning the award proved to us that the path we have chosen is right and recognized not only by the general public — our readers (though we consider them by far most important) — but also by the professionals whose job it is to select the year's best achievements in information science and technology."

*For more information contact Olga Milanko via e-mail olgamil@eunet.yu. The company also operates two Web sites: <http://www.mikro.co.yu> and <http://www.mikroknjiga.co.yu>.*

## IDG BOOKS FIRST TO TEAM UP WITH MIKRO KNJIGA

**The association between IDG and Yugoslav publisher Mikro Knjiga predates the license for *PC World Yugoslavia*. Established in 1984 as a publisher of computer-related books, the company is now widely recognized as the country's leader in that field with more than 90 titles to its credit. Its offerings represent a balance between domestically authored books and translations of titles from leading publishers in the U.S.**

**In July 1996, the company joined forces with IDG Books and *DOS za neupucene* (*DOS For Dummies*) appeared that October. Since then, Mikro Knjiga has published 17 titles in the ...For Dummies series and has contracts for an additional eight as well as for seven from IDG Books' Bible series.**

**In 1996, Mikro Knjiga won a Diskobolos Award for its book publishing activity during the previous 12 years.**

## DUMMIES OVERSEAS INTELLIGENCE REPORT

- **English-language Dummies books are sold in 55 countries.**
- **There are Dummies books translation partners in 34 countries (with some overlap with the English-edition countries).**
- **There are 7 million copies of Dummies books in translated editions.**

**•Top 10 Countries/Regions for English Editions of Dummies Books:** **Canada, U.K., South Africa, Sweden, Australia, Singapore, Norway, Germany, Saudi Arabia, Latin America.**

**•Top 10-Selling Dummies International Books**
***Windows 95 For Dummies*, 2nd edition**
***PCs For Dummies*, 5th edition**
***Internet For Dummies*, 4th edition**
***Microsoft Office 97 For Windows For Dummies***
***The Year 2000 Solutions For Dummies***
***Word For Windows 95 For Dummies***
***The Internet Directory For Dummies***
***Macs For Dummies*, 5th edition**
***Internet Explorer For Windows For Dummies***
***Java For Dummies*, 2nd edition**

**•*Hockey For Dummies* is the top-selling trade book internationally. (The trade books don't sell as well overseas as the computer books do.)**

THANKS TO KIMBERLEE CLARK, INTERNATIONAL CHANNEL MARKETING MANAGER, FOR SUPPLYING THIS INFORMATION.

# NOTEWORTHY

## PROMOTIONS

**Bob Ainsworth**, most recently senior vice president of finance and systems at InfoWorld Media Group, has been named chief operating officer of Computerworld, Inc. and director of IDG Paper Supply. His new responsibilities, which officially begin this week, enable him to become more involved with operational aspects of publishing and to return to his roots in the Boston area.

AINSWORTH

Bob joined InfoWorld five years ago as director of finance and facilities and later moved up to vice president of finance and systems. Before that, he was a group controller and travel manager at IDG in Framingham.

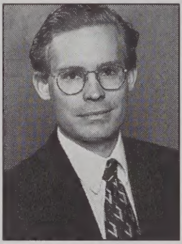
"Bob and I have had a close working relationship for three years, and I know he will be a terrific addition to our senior leadership team," said CW President and CEO **Jim Martin**.

Martin noted that as part of a realignment of other corporate responsibilities, IDG asked Computerworld, Inc. to assume responsibility for the IDG Paper Supply business on behalf of colleagues in various U.S. business units.

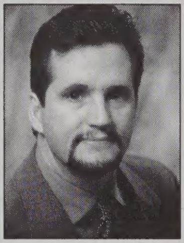
*Computerworld*'s recruitment advertising sales department has made a raft of promotions lately. **Chris Connery** moves up from sales assistant to account executive covering the Northwest, and **Susan Hammond** goes from AE/Career Agent to AE/CW in the Midwest. **Kate Angelone** moves up from marketing assistant to account executive, West Region. "[We have] an enormously intelligent, positive, aggressive and enthusiastic team. We have the tools to help our advertisers and a wonderfully talented staff to help clients implement proven solutions. [This is] a winning team at an exciting time," said **John Corrigan**, Computerworld's vice president/recruitment advertising.

On the display advertising side, **Laurie Gomes** is departing Chicago, where she was account executive for the Midwestern territory, and moving to Framingham to become Marketplace manager. Last month Gomes had accepted another job at *Computer Reseller News*, but CW CEO **Jim Martin** pulled her back from the brink the day before she was to leave *Computerworld*. "Laurie is a steadfast hard worker," Martin said. "She has been ramping up quickly to build a plan of action on the relaunch of Marketplace."

Two employees have been promoted at IDC Latin America's Miami office. **John-Marc Clark** moves from research manager to Latin American program manager. "John-Marc has been pivotal in the success of our research efforts and growing brand name in the Miami area," said **Eric Prothero**, vice president of IDC Latin America. "He has been asked by a number of clients to provide insight into the software and servers markets in Latin America at industry events and seminars."


CLARK

Analyst **Kerry Pietrzak** is now a senior research analyst with IDC Latin America. "He has just successfully completed a major user survey in six countries in Latin America covering the systems integration market and played a major role in developing and managing IDC Latin America's first research on the retail market in Latin America," Prothero said.


PIETRZAK

**Caryn Andruski** has been promoted from production coordinator to senior production coordinator in IDC's Publishing Services and Technologies department. "In her three years at IDC, Caryn has made significant contributions to the company's efficiency in delivering electronic files of research to customers via Lotus Notes, IDCNet, CD-ROM and custom-client access," said **Dan Niven**, manager of the Publishing Services and Technologies division.

Over at IDG Corporate Credit, Peterborough, N.H.-based Credit Analyst **Susan Ciullo** and Framingham, Mass.-based Credit Analyst **Lynn Levasseur** have been promoted to senior credit analysts. "Susan has supported many of our IDG business units in the collection function, including *PC World* and our Market Access Program accounts," said **Amy Hanania**, corporate credit manager. "Her ability to balance tenacious collections with solid customer service makes her a valuable contributor to the de-partment's success. Lynn currently supports IDC, *Publish*, Web Publishing, *Network World*, IDG Marketing Services and *Federal Computer Week*. Lynn's consistent attention to detail and responsiveness to her customers make her an asset to the department."

LEVASSEUR

## NEW EMPLOYEES

IDG Books' Indianapolis office has hired a host of new employees. **Ben Sterling** is an account manager covering special sales for the East Coast. He was previously an account executive with Software Spectrum, Inc., and holds a B.A. in business communications/journalism from the University of Wisconsin/River Falls. He enjoys sports that involve balls — football, basketball, baseball and golf — as well as camping.

**David Mann** is the division's new financial analyst. Previously a lease analyst with the Simon DeBartolo Group, he is currently working on a finance M.B.A. and outside the office spends time with his family, golfing and reading.

After working as a temp for seven months, **Tom Missler** has signed on full-time as an associate project coordinator. He has a B.S. in elementary education from Indiana University and in his free time likes golf, running and hiking. He and his wife are expecting a son in June, after which he will have no free time.

**Angela Collins** comes aboard as a manufacturing assistant and with two B.S. degrees from Indiana State University, one in child development and another in business administration.

Last but not least is **Travis Griffith**, the division's new customer service representative. He held a similar title at his prior job with Day Dream, Inc. He en-

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**TWENTY YEARS**
Tom Monahan - Computerworld

**SIXTEEN YEARS**
Ricardo de Almeida Goncalves - IDG Brazil
Francisco Zabala - IDG Spain
Fred LoSapio - Computerworld

**FOURTEEN YEARS**
Diter Stein - IDG Brazil

**ELEVEN YEARS**
Mark Sullivan - IDC

**NINE YEARS**
Fatima Ruiz del Olmo - IDG Spain

**EIGHT YEARS**
Ken Xie - IDC China
Scott Danish - PC World

**SIX YEARS**
John Ferris - IDG Books
Elga Legranzini - IDG Italy

**FIVE YEARS**
Karl-Henry Martinsson - IPS
Arlene Braithwaite - FCW
Carlos Perez - IDG Spain
Glen Myles - IDG Australia

**FOUR YEARS**
Andy Cummings - IDG Books
Nazan Wolfe - IDG Books
Kim Marquart - IDG Denmark
Susanne Wessel - IDG Denmark
Saleem Bikanerwala - IDC Singapore
Maggie Saunders - IDG Australia
Jaikumar Vijayan - Computerworld

**THREE YEARS**
John Osborn Jr. - IDG Books
Cathy Mankovitch - IDG Books
Theresa Lonergan - IDG Books
Kathryn Brooker - IDG Books
Hernan de Estefano - IDG Argentina
Theresa Sanches-Baker - IDG Books
Robert Conners - IDG Books

**TWO YEARS**
Patty Page - IDG Books
Katy German - IDG Books
Ella Dear - IDC U.K.
Carlos Chenel - IDG Spain
Shari Daly - Computerworld
Robert Troemner - Computerworld

**ONE YEAR**
Tammerly Booth - IDG Books
Bonnie Richardson - IDG Books
Donna Love - IDG Books
Brenda Gooch - IDG Books
Chris Hempel - FCW
Marcia Padovan de Moraes - IDG Brazil
Raymond Chan - IDG World Expo/Asia
Cindy Luck - IDG Australia

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joys traveling, camping and most outdoor activities.

*InfoWorld* has brought four new employees aboard. **Madeleine Fortich** comes to the magazine as a sales associate from Individual, Inc. where she worked as an account manager. She has a degree from San Francisco State University in business marketing and burns off stress by walking, snowboarding and playing with her dog.

**Dina Spencer** and **Joe Tedrick** are the publication's latest account managers. Dina comes from Mecklermedia Corp.'s *WebWeek*. She enjoys football, reading and pet-sitting for others, and lists a sales leadership award at *The New York Times* as one of her achievements. Joe was previously a recruiter with the biotechnology company Genentech, Inc. He holds a B.A. in organizational communication from Ohio State University.

**Tara Neier** signs on as a Web developer for InfoWorld Electric. Her last job was as a Web manager/system administrator for Montana's Kootenai National Forest.

*Network World* has also brought on new employees. Account Manager **Kate Berlandi** comes from Cahners Publishing's *Datamation* where she was a national inside sales representative. She has a degree from the University of Wisconsin/Madison with a focus on fine arts and communications. Outside the office she enjoys gardening, cooking, oenology and fitness.

**Maureen Whiting** is the publication's new marketing specialist. Previously she was an international marketing coordinator with Boston Scientific Corp. Maureen earned a B.A. in psychology from Boston College and enjoys quilting, gardening, skiing and entertaining friends in her first house, which she bought last summer.

Account Executive **Karima Zannotti** comes from Lynx, Inc., where she was a personnel and placement consultant. She graduated *summa cum laude* from Boston's Emmanuel College and enjoys golfing and gardening.

**Thomas Pitkin** comes to *CIO* as an assistant program manager from Coopers and Lybrand where he worked as an editor/proofreader. He earned a B.A. in English from Northeastern University in Boston and an M.A. in the same field from Boston College. He enjoys golf and sailing and spending time with his new niece Caitlyn.

**LaTanya Arnold** is *CIO*'s new editorial administrative assistant. She has previously done an internship with *Network World*'s marketing department and recently earned a B.S. in marketing from New Hampshire College. While in school she was the chairperson of the Human Rights Committee and a volunteer at the Salvation Army Kids Cafe.

**Kathy Powers** joins *CIO*'s Fairfield, N.J., sales office as a regional manager for the New York area. She holds a B.S. from St. Francis College in Loretto, Pa., and an M.S. from St. John's University in Jamaica, N.Y. When not taking care of her 4-year-old daughter, Kathy enjoys traveling.

POWERS

**Diane Tomasik** comes to *Federal Computer Week* as a copy editor from *The Cincinnati Post* where she held a similar post and also maintained its Web site. She has a B.A. in communications with an emphasis on print journalism from Florida Atlantic University in Boca Raton, and operates a popular football Web site.

## OFF LINE

**Congratulations to all our enthusiastic caption contributors. Winner Tony Ferrelli will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. The honorable mention winners below will receive *IDG World Update* pens.**

### HONORABLE MENTIONS:

"In the jungle, adding nine bites of memory can be pretty dangerous."

**- Simon Salamon**
*IDC*

"You should have known better. It says it right here: "...the last person who broke this e-mail chain was bitten by nine vipers while exploring a South American jungle."

**- Cheryl Allen**
*PC World*

"According to this, there's good news and bad news. The good news is that the paralysis caused by the venom wears off. The bad news is that it can't wear off while your heart's beating."

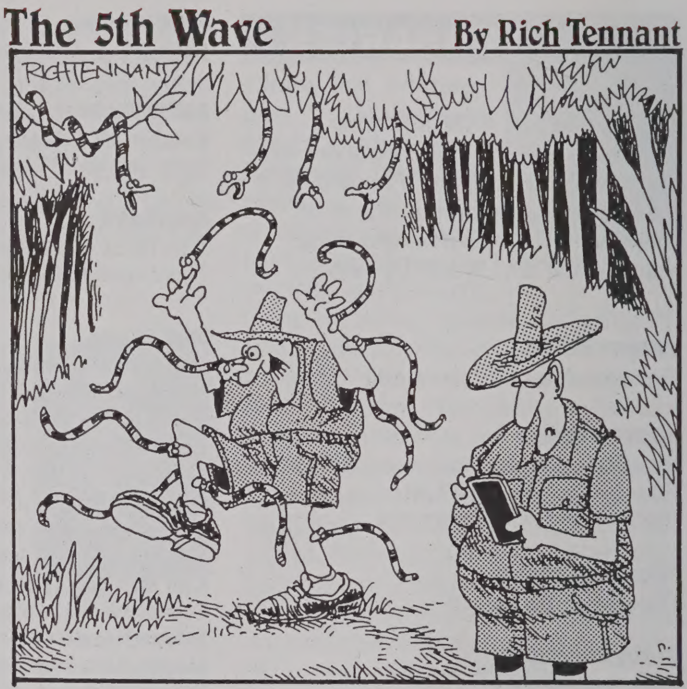
**- Bill Ganci**
*IDC*

Smedley, often annoyingly fastidious, just then decided to alphabetize his field notes.

**- Michael Welch**
*IDG Books Worldwide (Foster City, Calif.)*

"Let's see...nine snake bites, one ounce of poison per bite, no transportation, a mile from civilization, need 10 ounces of serum to survive, we have four ounces of serum on us..."

**- John St. Martin**
*IDC*



"Hmmmm, let's see....that snake pit should be around here somewhere. Do you see anything, Ralph?"

**- Tony Ferrelli**
*IDC*

"Well, Stu, there's nothing under 'disk first aid.' Maybe the recipe for snakebite serum is under 'helper apps.' "

**- Emily Dinneen**
*Computerworld*

**Rich Tennant's original caption:**

"O.K. — antidote, antidote, what would an antidote icon look like? You know, I still haven't got this desktop the way I want it."

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 80 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 10 March 9, 1998

IDG OUTPERFORMS MARKET FOR AD PAGE GROWTH IN THE U.S. DURING 1997
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U.K.'S PC ADVISOR LOGS FIFTH CONSECUTIVE PERIOD OF CIRCULATION GROWTH
PAGE 2

INTERNET COMMERCE EXPO SET TO MAKE BOSTON DEBUT LATER THIS MONTH
PAGE 4

# IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

## IDG Inks Marketing Deal with Reed for U.K. Titles

**IDG PRESIDENT KELLY CONLIN (LEFT) AND NEIL STILES,** *publishing director for Reed Business Information, meet in Boston to discuss their companies' new strategic alliance.*

IDG significantly increased its leadership position in the European market last week by forming an alliance with publisher Reed Business Information (RBI) to jointly market Reed's computer titles *Computer Weekly* and the monthly *Corporate Networks*. The alliance benefits IDG by adding the U.K.'s No. 1 computer publication, *Computer Weekly*, to IDG's global publication network that sells to advertisers around the world. IDG Marketing Services offices have already begun to sell ads from companies outside the U.K. into both Reed publications. Reed will benefit from the alliance by gaining access to IDG's global marketing network, which offers publications reaching over 90 million buyers worldwide.

In Europe, IDG's share of the European IT publishing market is the highest of any computer publisher at 31.8%, more

• CONTINUED PAGE 5 •

## IDC Launches Subsidiary to Serve Korean Market

**THE EXPERIENCED STAFF AT IDC KOREA INCLUDES (LEFT TO** *right):* ***D.H. Oh****, managing director;* ***H.J. Kim****, customer support;* ***I.H. Baik****, research manager;* ***Y.S. Hong****, sales;* ***K.B. Choe****, research.*

IDC celebrated the opening of its new subsidiary in Korea with an event at the Inter-continental Hotel in Seoul on Jan. 19. More than 150 people attended the reception and market presentations; the large crowd was a direct result of the many contacts Managing Director **D.H. Oh** has made during his 15 years in the IT industry in Korea.

IDC attendees included IDC President **Kirk Campbell**; Senior Vice President/Worldwide Research **Philippe de Marcillac**; IDC Asia/Pacific Vice President/General Manager **Dennis Philbin**; Vice President, Worldwide Quarterly PC Tracker and Consumer Devices Research **Sean Kaldor;** and Director, Internet Research **Michael Sullivan-Trainor**.

De Marcillac noted that although IDC has been represented by an agency in Korea for 10 years, the company wanted to

• CONTINUED PAGE 5 •

## IN BRIEF

# IDG Surpasses Market Average for Ad Page Growth

### Adscope figures show IDG outperformed CMP and Ziff-Davis in ad page growth

IDG closed out 1997 with above-average growth in advertising pages in the U.S., according to recently released figures from Adscope, an independent high-tech ad tracking service. With 7.6% ad page growth in 1997, IDG outpaced the market average for 215 leading computer-related titles, which posted an average growth of 4.6%. IDG also outpaced the market in terms of revenue growth, posting revenue growth of 12.9% while the market as a whole logged revenue growth of 10.5% in 1997.

"Marketers value IDG's superior editorial quality that draws an audience of the most qualified and powerful buyers worldwide," said **Kelly Conlin**, president of IDG. "In 1997, IDG publications won more than 70 editorial excellence awards, including Neals, Maggies, Ozzies and CPAs, more than any other publisher."

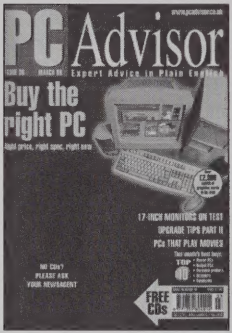
IDG launched more than 20 new publications in 1997, more than any of its competitors.

New IDG publications include *Solutions Integrator* in the U.S., *Java World* in Japan and *GameStar* in Germany.

IDG anticipates that it will sustain advertising growth throughout 1998 and has plans for additional publication launches across all its product lines, including *Computerworld/Infoworld*, *PC World*, *Network World* and Channel World, its fastest growing product line of channel-related publications.

# *PC Advisor* Logs Fifth Straight Period of ABC Growth

*PC Advisor* is the No. 1 selling PC title within the U.K., according to figures just released from the Audit Bureau of Circulations, which put the average July to Dec. 1997 monthly circulation at 136,009 — a year-on-year increase of 22%. Circulation within the U.K. is 135,117; overseas circulation is just 892 copies.



U.K. newsstand circulation has grown 17.01% year on year from 98,101 to 114,788 and subscriptions have grown by a massive 60.59% year on year, from 12,339 to 19,816.

"It has taken us two years from our start position of 70,392 ABC to grow to No. 1 in the marketplace," said Publishing Director Kit Gould. "It has been an especially competitive time, but we managed to attain these latest figures even with a price increase from £1.99 to £2.49 — proof that *PC Advisor* is a great editorial product which will continue to attract new readers and pull them away from other titles."

*PC Advisor* is the U.K. title within IDG's *PC World* global product line, which currently includes more than 57 publications worldwide, including *PC World* in the U.S., which is the largest circulation monthly PC magazine in the world.

*For further information please contact **Karen Williams**, PC Advisor's marketing director at tel: 0171-831-3191.*

## SHORT TAKES

*Sailing For Dummies* has won an award sponsored by *Sailing America Magazine*. The 1998 John Southam Award Honoring Excellence in Sailing Communications recognizes works of outstanding journalism that inform the public about the pleasures of recreational sailing in a recognized medium outside the sailing industry. Published in July 1997, IDG Books' *Sailing For Dummies* has sold more than 36,700 copies in the U.S.

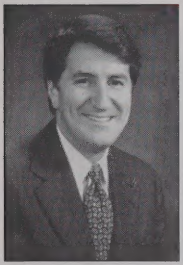
■ ■ ■ ■ ■ ■

*PC World* was rated "one of the best performers in circulation during 1997" by *Capell's Circulation Report*. *PC World* was ranked No. 9 out of the top 10 picks; no other computer title was selected. The newsletter noted that *PCW* has "the highest cover price ($5.95) of any computer magazine; newsstand sales were up another 14% in 1997, and percent sale was maintained. *PC World*'s direct mail effectively uses every 'bell and whistle' known to circulation. Its rate base has doubled since 1991, and ad pages approached 3,000 in 1997. *PC World*'s current circulation rate base is 1,125,000.

■ ■ ■ ■ ■ ■

In February, SunWorld <http://www.sun.com/sunworldonline/>, an online-only publication produced by Web Publishing Inc., hit a record 475,000 page views. Not bad for the shortest month of the year! SunWorld has nearly 100,000 subscribers who receive weekly e-mail alerts and an estimated 50,000 additional monthly visitors. Founded in 1995, SunWorld is the largest publication in the Unix-related space, both in terms of number of readers and number and size of articles.

# ON LINE



**KELLY CONLIN**

*IDG's president is this week's columnist.*

**Q Over the past two years IDG seems to have changed strategy for its exposition business a couple of times. Could you please give an overview of our current approach in this market and how we compare to other major IT expo companies?**

A IDG offers more IT events in more countries than any other event producer. The 110 events in 35 countries currently organized by IDG businesses form the world's largest network of IT events enabling the communities we serve to interact face-to-face on a worldwide basis.

IDG's goal is to develop market-leading events worldwide, complementing the market-leading position we seek through our research, publications and online media. Our growth strategy in the events business focuses on four elements:

**1. Global Branding**: IDG has many opportunities internationally to extend our successful publication brands into successful events, especially in emerging markets around the world. In many markets we serve, new PC World Expo, Computerworld Expo and Networkworld Expo events will provide a valuable service to participant communities. In addition, events launched in the U.S. and elsewhere are being globally branded with great success. The global ComNet and Internet Commerce Expo series are examples of this. IDG will continue to pursue an aggressive strategy of launch-and-replicate worldwide.

**2. New, Branded Exhibitions:** The IT market's growth continues to create demand for new trade shows and exhibitions. IDG World Expo companies are focusing now on identifying new launch opportunities in attractive categories and markets to create a new generation of IT events. This includes niche, technology-focused events serving the computing, Internet and communications industries as well as vertical market events that present technology solutions to specific markets.

**3. Customer-owned Events:** IDG will provide IT vendors seeking to develop proprietary conferences and exhibitions a global event management and development capability. With our infrastructure of research, publishing, online and event companies around the world, IDG is uniquely positioned to serve as a true global partner for our customers. Proprietary events play a strategic role in our customers' marketing mix and are an important part of how our customers go to market. We currently produce events for Netscape, Real Networks, Oracle, Novell, Macromedia and others worldwide. IDG World Expo companies are seeking to develop and expand this important business area worldwide.

**4. Conferences:** IDG Conference Management Company is leading the effort to develop more branded conferences, satisfying the market's need for focused, high-quality contact events. As the pace and scope of technology innovation advances, new categories and markets are always being created. Technical and business conferences are especially valuable to participants in the early stages of a technology market's development. With many signature events in the industry such as CIO Conferences, Agenda, DEMO, Spotlight and IDC Directions, IDG is very much a leader in the production of high-quality conferences. This year IDG Conference Management Co. will debut a new event — Vortex — focusing on telecommunications convergence, and others are in development as well.

We believe that through this stragegy of high customer service, global branding and the creation of a variety of focused event formats we are addressing a clear need expressed in the marketplace. Clearly, that is evidenced by some of the more notable defections from established events such as Comdex. Other companies have sought to pursue "one-size-fits-all strategies" before and typically these efforts do not succeed. The reason for this is that the global IT marketplace is a tremendously diverse mix of economies and cultures. As such, its participants require an equally diverse set of communications platforms and solutions. That need — different markets requiring different solutions at different times in their evolution — is reflected in our event strategy. Given our current position with the world's leading network of IT events that strategy has been successful. And with our continued focus on and investment in innovation and new business development we will expand upon that success.

## IDG WORLD UPDATE NEEDS YOUR IDEAS!

***Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:***

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***Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.***

# ICE Gears Up to Take Boston by Storm

**IDG VP TECHNOLOGY BOB METCALFE (LEFT) HOSTED A COCKTAIL PARTY IN HIS** *Boston home last week to celebrate ICE's impending Boston debut. Joining him (l-r) are: Steve Cohn, nCipher president; IDG Chairman* ***Pat McGovern****; Tom Hopcroft, Mass eComm president, ICE President* ***Ron Milton****; IDG President* ***Kelly Conlin****, Soutions Integrator VP/ Editor-in-Chief* ***John Russell****; and Jay Srinivasan, senior director/Internet Business at DEC.*

Internet Commerce Expo kicks off its 1998 tour March 23-26 at Boston's World Trade Center. Now in its third year, ICE is the world's leading international conference and exposition dedicated to Internet commerce and corporate intranets and extranets. This month's event will feature more than 200 leading Internet vendors and Web-based application demonstrations and is expected to attract more than 10,000 attendees.

ICE/Boston '98 will feature high-level keynote speakers, an exposition, the industry's largest Internet business conference program, the Internet Open demonstration and two awards programs. Among the keynote speakers are Jeff Papows, president of Lotus Development Corp., Mark Hoffman, president of Commerce One; Anthony Bay, general manager of Microsoft's Internet Services Business unit; and **Bob Metcalfe**, IDG's VP of technology and *InfoWorld* columnist.

*Network World* Editor-in-Chief **John Gallant** will host the always popular Internet Town Meeting, serving as moderator of a 12-member panel of industry experts and users focusing on issues related to Internet commerce.

The Internet Open, a live demonstration and evaluation program showcasing the latest in Web-based applications, is being sponsored by *Solutions Integrator* magazine. Participants will be considered for Best of Class awards in more than 20 categories, and awards will be presented by *Solutions Integrator* VP/ Editor-in-Chief **John Russell** at a ceremony on March 25.

"We're naturally excitied about bringing the Internet Commerce Expo to Boston, our IDG corporate headquarters city," said ICE President and Founder **Ron Milton**. "The area has all the right ingredients to catalyze a high-level event focusing on business use of the Internet, and we fully expect this to be a landmark event for ICE and the city of Boston."

To celebrate ICE's Boston debut, all IDG employees and family members (must be at least 18 years old) are being offered free admission to the expo, Internet Open and six keynote speeches. In addition, a 50% discount is available for all ICE conference programs. To obtain a free, pre-registered badge for the expo and keynotes or to purchase a 50% discount conference pass, a VIP Web site is available for IDG employees and their families: <http://www.iceexpo.com/icebos98/discount/register.idg.html>. The first 500 expo attendees each day receive a free *Internet For Dummies* book and there will be drawings for Palm Pilots on the show floor.

The complete ICE program is available online at: <http://www.idg.com> or you may contact **Jill Keaveney** at 508-820-8673 for more information. IDG journalists who would like press credentials may contact **Ken Norton** at: ken_norton@iceexpo.com.

# IDG Hungary's ABCD Wins Award — Posthumously

*ABCD*, a quarterly interactive magazine published by IDG Hungary, earned the title "CD-ROM of the Year" from the Hungarian Ministry of Culture and Education last year. Being cited as the highest-quality CD-ROM product produced in the Hungarian language during 1996 was the good news, but the bad news was that the two-year-old magazine ceased publication in December 1996.

However, there still may be a rosy future in store for *ABCD*. **Istvan Biro**, managing director of IDG Hungary, said the award was a vote of confidence from the ministry.

"To produce a CD with such high cultural and quality standards costs a lot of money," Biro explained. The average number of sold copies was between 2,000 and 3,000, and the per copy price couldn't be raised high enough to cover production costs."

ABCD was a potpourri of features on different topics ( e.g., astronomy, IT and the Internet) music, multimedia games, recipes, book reviews and more. Its name played off the "CD" in CD-ROM and the ABCs, signifying the start of the alphabet and the beginning of the multimedia era in Hungary.

Biro said he hopes to convince the Hungarian government to buy a copy for each secondary school and public library, which would result in a print run that would make production feasible. Given that, *ABCD* may yet rise again.

# *Job Opportunities*

## *Monday, March 9, 1998*

**Sales Assistant/Computerworld Marketplace & Card Deck (CW)**
Computerworld is looking for a dynamic Sales Assistant who will be the "backbone" of the Marketplace/Card Deck department. Responsibilities include: providing support to the sales staff by preparing and sending media kits, preparing sales proposals and presentations, conducting follow-up calls to customers, maintaining the sales database, and gathering market and competitive information. This position will work closely with the department manager in providing general administrative assistance when required such as sales forecast reports and serve as a liaison with production. The ideal candidate will be extremely organized, detail oriented, able to juggle multiple tasks at once, be proficient in MS Word, Excel and PowerPoint. This team player will be a quick learner, possess excellent written and verbal communication skills, demonstrate initiative, and work cooperatively with others.
*Location: Framingham, MA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Senior Editor (CHSG)**
The Senior Editor will plan, develop, and edit feature-length articles. Top-notch writing and editing skills, a proven ability to hit deadlines, and extensive industry contacts are a must. Substantial experience covering the indirect sales channel for computer products is required. The position requires 5 or more years of journalism and/or computer industry experience, as well as a proven track record as a team player. Journalism or technical degree preferred. *Location: Flexible*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

**Circulation Coordinator (CW)**
The Circulation Coordinator is responsible for a variety of administrative tasks, coordinating for the entire circulation department. Responsibilities in this area will include managing attendance records, sorting mail, maintaining and coordinating budgets, processing invoices/expenses updating competitive circulation reports and assisting in presentation support and development. This individual in this position will also be responsible for direct mail support, responding to requests from the sales force, and serving as the liaison for all list rental activities. *Location: Framingham, MA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Assistant News Editor (CW)**
The Assistant News Editor is responsible for assisting the News Editor in the day-to-day management of both the weekly news cycle and a staff of reporters. Content editing, placement and production as well as graphics, page proofing, and headline writing will also be significant components of this position. The ideal candidate will be a self-starter with very strong editing skills, the ability to work under deadline pressures, and the ability to balance a number of competing demands. Five years of technical or daily newspaper reporting/editing experience and a working knowledge of computer technology spanning desktop, network, enterprise, and management areas preferred. *Location: Framingham, MA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Assistant Editor, Government Best Buys (FCW)**
Supports the Editor of Government Best Buys in all aspects of editorial management, including developing story ideas, assigning stories to freelancers, editing copy, cutting copy to fit, writing headlines and gathering art work. Responsible for three sections of Government Best Buys as well as the reviews-based content for civic.com. Coordinates all editorial aspects of the Buyers' Guide series. The ideal candidate will have a degree in Journalism or English and some editing experience. Knowledge of the government and computers is preferred. The ideal candidate will be detail-oriented, able to juggle multiple tasks at the same time, and willing to learn. Must be enthusiastic, hard-working, and a self-starter. *Location: Falls Church, VA*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

**Intern, IRS/CIA (IDC)**
The IRS/CIA group is looking for a part-time (25-39 hours) intern to be responsible for maintenance of research filing system, faxing, mailing, and other various administrative support for client needs. This intern will also be assisting in authoring bi-monthly publication aimed at the investment/mutual fund community and answering client inquiries. The qualified candidate will have strong computer skills and an interest in the IT industry. *Location: Framingham, MA*
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idcresearch.com

**Research Director, Internet Security (IDC)**
IDC is seeking an experienced Program Manager with in-depth knowledge of Internet Security. Individual must possess excellent writing, communication, research and presentation skills. Consulting capabilities are also essential. *Location: Falls Church, VA*
Contact: D. Bernardi, Fax: 508-935-4610, Phone: 508-935-4361, Email: idc_jobs@idcresearch.com

**Client Services Representative, Sales Operations (IDC)**
The Client Service Representative will be responsible for addressing customer service needs and collaborating with Sales Reps to acquire and maintain customer accounts. The CSR in this position will work with the Sales Operations Manager to ensure data integrity and complete maintenance tasks on the sales database. The ideal candidate has exceptional communication skills, strong organizational skills, and the ability to handle multiple projects and tasks. Knowledge of Microsoft Office/Windows 95 and Lotus Notes required. 1-5 years experience in a sales support or customer service environment. Experience in Information Technology Industry a plus. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

**Applications Engineer (IDC)**
IDC is seeking a special individual who combines strong interpersonal and team skills with first class technical abilities. The selected candidate will use their abilities as a team player to deliver customer driven solutions. Verbal and written communication skills will be crucial to success. On the technical side, we are looking for an individual with at least three to five years of dedicated experience in relational database environments with experience in conceptual and physical design, E-R modeling, development and testing of stored procedures, triggers, etc. Deployment of multiple mission-critical client server applications in a WAN environment and a strong background in business analysis and design are keys to success. Application Development skills, report writing skills, 4GL and Oracle experience are required. Experience integrating relational systems with Lotus Notes a plus. BS in Computer Science or related field required. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

**Financial Analyst (IDG)**
In this key role, you will be responsible for monthly financial reporting and analysis of results. Additionally, you will prepare US and international budget information and provide reports, analyze spreadsheets and prepare various ad hoc reports and projects. Our ideal candidate will have a BS in accounting or finance, 2-4 years related experience and strong Excel spreadsheet skills. A working knowledge of accounting software, database tools and report writers is preferred. Familiarity with magazine publishing is a plus. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Tax Accountant (IDG)**
The IDG Corporate Tax Department is seeking a tax professional who will be responsible for the preparation of state and local income tax returns, state apportionment calculations, and property tax returns and payments. This individual will also be responsible for maintaining tax depreciation, assisting in preparation of federal income tax return, and coordinating filing of Form 1099's. The ideal candidate will possess strong analytical and organizational skills and be able to work in a team environment. 2-3 years tax preparation experience desired. Familiarity with publishing industry is a plus. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Administrative Assistant, Acquisitions (IDG/B)**
Responsibilities include general administrative support involving basics of filing, faxing, photocopying, phones, work processing, and spreadsheets. Must have excellent organizational skills and ability to prioritize, re-prioritize, and work independently. Responsible for coordinating schedules and communicating with all levels of staff. Computer proficiency with Word and Microsoft Office applications and email (MS Access is a plus). *Location: Foster City, CA & New York, NY*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Administrative Assistant, Marketing (IDG/B)**
Utilizes strong organizational and clerical skills and a "team player" attitude to provide administrative support to the Marketing Director and Marketing Department. Responsibilities include the smooth day-to-day functioning of the department and special project assignments. Must have strong computer skills, Word, Excel, PowerPoint, and Microsoft Office applications and e-mail (Schedule Plus and Filemaker Pro a plus). Excellent verbal and written communication skills, and BA/BS with a focus in marketing is preferred. *Location: Foster City, CA*
Contact: Chris Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Editorial Coordinator (IDG/B)**
This person will be the key link for the acquisitions group in coordinating information among acquisition editors, marketing managers and sales groups for the creation of important tip sheets. Must have at least two years publishing experience or marketing/sales support experience. Excellent writing and communication skills necessary, as well as project management skills. Must be able to assume the role of a "sprinter," especially preceding sales conference events. Excellent computer skills critical, especially PowerPoint and Excel; familiarity with Quark a bonus. *Location: Foster City, CA*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

**Senior Tech Publicist (IDG/B)**
Creative, high energy, and savvy publicist needed for fast-paced PR Department. This individual will pitch tech books and work on other projects simultaneously while maintaining a level-headed communication and problem-solving style. Must be very organized with follow-through skills. Must have excellent writing and communication skills. Portfolio will be reviewed. Must have at least 4 years event, PR experience. Journalism background a plus. *Location: Foster City, CA*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

**Proofreader (IDG/B)**
Will proof text for spelling, grammar, and style issues, finalize proofs for shipment, and interface with Project Coordination, Editorial Staff, and Production Staff. Will work with other proofreaders to accommodate work flow and produce a high level of work with minimal errors. *Location: Indianapolis, IN*
Contact: M. Boese, Fax: 317-596-5240, Phone: 317-596-5436, Email: injobs@idgbooks.com

**Booking and Billing Coordinator (IIS)**
this candidate will be responsible for the accurate and timely booking and billing of advertising. He/she will maintain advertising records including insertion orders, contracts and billing invoices, prepare all reports for management including 1X advertisers, exceptions to rate card and non-revenue/special billings. Will handle MSD/Map requests under tight deadlines and prepare debit and credit memos. Successful candidates will have the ability to work with numbers and high volumes at the same time; some knowledge of printing processes and the graphic arts helpful. Must have good time management and communication skills, as well as the ability to work successfully with many people. *Location: San Francisco, CA*
Contact: D. Patashnik, Fax: 415-537-9022, Phone: 415-957-5172, Email: davep@thestandard.net

**Assistant Subscription Manager (IIS)**
This candidate will work with the Circulation Director to devise marketing programs for all subscription sources, help manage and execute all aspects of subscription marketing, manage fulfillment house daily activities, and act as printer liaison. Will also reconcile department expenses and assist in setting budgets, prepare numerical and written circulation reports, and maintain samples of source promotions. Requirements include magazine fulfillment, postal and audit experience, Excel and spreadsheet skills, background in expense management, attention to detail, ability to meet deadlines and to assume responsibility for projects, and a desire to learn all levels of circulation; some subscription marketing experience preferred. *Location: San Francisco, CA*
Contact: L. Hitchcock, Fax: 415-537-9022, Phone: 415-957-4164, Email: lorih@thestandard.net

**Junior Designer (IIS)**
This candidate will be an integral part of the design team. He/she will work closely with the Design Director, Associate Art Director, and Photo Editor. He/she should be highly motivated, well-organized attentive to detail, and capable of both multi-tasking and working in a fast-paced, weekly magazine design department. The candidate should have a BFA in design (or equivalent), plus one to two years of editorial design or general graphic design experience. Skills needed are Mac literacy, Quark Xpress, Illustrator, PhotoShop, etc., strong design skills, and good visual sense; basic knowledge of printing and production is a plus.
*Location: San Francisco, CA*
Contact: D. Carter/J. Weber, Fax: 415-537-9022, Phone: 415-957-5173/415-957-5162, Email: danielc@thestandard.net/jonathanw@thestandard.net

**Mac Pre-press Operator (IW)**
InfoWorld is seeking an experienced pre-press technician to handle a variety of digital pre-press needs. The position requires strong digital 4/C pre-press skills an understanding of the 4/C printing process, Mac proficiency with QuarkXpress and Adobe Illustrator, working knowledge of PDF, and the proven ability to troubleshoot/prep files for transmission to the printer. Candidates must be flexible with excellent typesetting, proofreading, and written/verbal communication skills, along with the ability to work independently and meet tight deadlines. *Location: San Mateo, CA*
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

**Ad Director (IW)**
InfoWorld is looking for an Ad Director who will work in tandem with regional sales teams to prospect, maintain, and increase sales of ad pages and share-of-market advertising space for InfoWorld in both our print and "electric" editions. Must have a thorough understanding of the PC market and InfoWorld's position and value in that market. Requires a minimum of ten years of computer publication ad sales experience, and comprehensive knowledge of the PC industry. Reports to the Associate Publisher.
*Location: TBD*
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

**Sales Associate (IW)**
InfoWorld is seeking a Sales Associate who will provide support in our San Mateo, CA office for a Regional Sales Manager. Working as part of a team, you will maintain sales/prospect databases, analysis on the competition, provide strong customer service to clients, prepare presentations, and assist the Regional Sales Manager. In this fast-paced, competitive environment, an ability to work independently as well as part of a team is important. Must be detail-oriented and organized. Computer skills: Lotus Notes, Word, Excel, and PowerPoint are necessary. *Location: San Mateo, CA*
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

**Sales Operations Manager (IW)**
Reporting to the Associate Publisher, the Sales Operations Manager will be responsible for all national display sales reporting, setting up specific sales training guidelines for all sales positions, developing and implementing sales events like the National Sales meeting, and working with the Sales Management team on sales strategy, compensation planning/tracking, and expenses. In addition, will work closely with the Marketing Department on event coordination for Sales functions, as well as being the key national display sales contact/liaison. Requires strong written and verbal communication skills, excellent organizational skills, analytical competency and 5-8 years publishing experience *Location: San Mateo, CA*
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

**Help Desk Manager (IW)**
InfoWorld's Help Desk Manager is responsible for managing the IS Department's response to all systems-related customer service requests required to support the business. The position reports to the Director of IS and manages a staff of three. The position has significant interaction with the Network/Server Operations staff and two Solutions Consultants. The Help Desk staff has responsibility for developing, implementing and supporting client-side hardware and software standards for the business. It also provides procurement/purchasing/integration services to the whole business for desktop systems. On an ongoing basis the Help Desk manager ensures that all necessary desktop/mobile systems are operable to produce the weekly InfoWorld publication as well as required internal business support services. *Location: San Mateo, CA*
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

**PC Support Specialist (IW)**
InfoWorld is looking for a PC Support Specialist. Candidates must have 2-3 years of hands-on PC/Mac end user support experience, in-depth knowledge of Windows 95 and System 7.x, experience on a Novel 4.1 Network, and excellent working knowledge of the following software packages: MS Office, Lotus Notes 4.x, and Mac system software. This person should have excellent interpersonal and problem-solving skills, be incredibly resourceful, have the ability to multitask and work well as a member of a team, and above all, have the desire to work in a fun, challenging, and fast-paced environment. *Location: San Mateo, CA*
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

**PC Support Specialist (IW)**
InfoWorld is looking for a PC Support Specialist. Candidates must have 2-3 years of hands-on PC/Mac end-user support experience, in-depth knowledge of Windows 95 and System 7.x, experience on a Novell 4.1 Network, and excellent working knowledge of the following software packages: MS Office, Lotus Notes 4.x, and Mac system software. This person should have excellent interpersonal and problem-solving skills, be incredibly resourceful, have the ability to multitask and work well as a member of a team, and above all, have a desire to work in a fun, challenging and fast-paced environment. *Location: San Mateo, CA*
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

**Administrative Assistant (WEC)**
The ideal candidate is a detail-oriented team player who will provide office support for a busy staff. Responsibilities include reception/phone coverage, scheduling appointments, travel arrangements, mail distribution, preparation of in-house and off-site meetings, special projects as needed, preparation of sales materials, and general administrative support. Solid organizational and prioritizing skills; professional mature manner; flexibility; PC experience in Word, Excel, PowerPoint and familiarity with ACT! database software is a plus. *Location: Framingham, MA*
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

### REED

*continued from page 1*

than double that of nearest rival, VNU, which has 14.9% market share. Ziff and CMP have market shares of 7.3% and 2.6%, respectively.

"We've formed this strategic alliance because of the importance of the U.K. market and vendors' interest in buying the *Computerworld* product line globally," said IDG President **Kelly Conlin.** "This alliance allows IDG to add an IS weekly and a networking monthly to its global product line offering, which complements *PC Advisor*, the PC monthly already published in the market by IDG's U.K. subsidiary."

Neil Stiles, publishing director of Reed Business Information, said Reed and IDG will work together to provide the best service for customers."For us, IDG is the right partner as they are the only company to have the world truly covered, whatever other organizations may claim. The deal provides us with a comprehensive range of marketing opportunities across the world, to enable us to talk more effectively to the global organizations and understand their marketing needs."

IDG's Global Web Advertising Network, the industry's only online global buying capability, was a particularly enticing lure for RBI, since Reed's U.K. Web sites will now join IDG's 200-site global Web network that is offered to advertisers targeting online buyers in more than 50 countries.

**Jeff Meers**, president of IDG Marketing Services/Europe, Middle East and Africa, called the alliance "an excellent deal for all three parties. For IDG, it plugs the obvious *Computerworld* gap in the U.K. with the leading quality title that matches the IDG philosophy. For Reed, it enables *Computer Weekly* to access IDG's global resources, scale, experience and global leverage. Clients are the biggest winners because they demand global service and integration. They want a synchronized global team to service their requirements at the local, regional and global headquarters levels, and only IDG can provide this."

> *"At a time when our competitors are trying to catch up, we are moving further ahead."*
>
> ***Jeff Meers***

Meers said it was clear from several recent meetings that the Reed and IDG management styles will result in further entrepreneurial business activities that will benefit everyone. One potential outgrowth of the partnership may be to add the two Reed titles to the recruitment advertising network IDG is establishing across Europe.

"This deal gives IDG even stronger leadership in Europe and the UK," Meers added. "At a time when our competitors are trying to catch up, we are moving further ahead."

## FAST FACTS ABOUT RBI AND ITS MAGAZINES

***Computer Weekly* and *Computer Networks*, roughly equivalent to IDG's *Computerworld* and *Network World* product lines, are leading titles within Reed Business Information's (RBI) Computer Group. *Computer Weekly* has a circulation of 112,022 and serves an audience of IT/DP managers and systems analysts. *Corporate Networks* is a new monthly title with a controlled circulation of 20,000, serving IT directors and network managers in the U.K.**

**RBI publishes more than 100 magazines in 30 market sectors and has a growing range of online services including @Computer Weekly, one of the most popular business Web sites on the Internet. RBI is a U.K.-based division of Reed Elsevier, the Anglo-Dutch publisher that has a turnover of 3 billion pounds (US$4.9 billion) with more than 25,000 employees worldwide.**

### IDC KOREA

*continued from page 1*

open a subsidiary because the Korean IT market is large and very internationally oriented, which plays to IDC's strengths.

"We want to be the supplier of choice for the Korean IT community," de Marcillac said. "We hired experienced and high-level people because we think customer service will make a big difference. Korea's been hard hit by the economic crisis in Asia, and by demonstrating our commitment at this stage we're showing local players that we're taking a long-term view of our investment. We have a long-term commitment to the Korean market, but we also think we'll be successful in the short term very quickly."

Oh has been with IDC since September 1996, when he was hired as the business development manager for worldwide Korean accounts. He has been working out of IDC's Mountain View, Calif., office and will continue to balance his time between that location and Seoul.

IDC's primary competition will be from Gartner and Dataquest, although Dataquest focuses more on semiconductor research and less on systems and services. There are also some smaller local research firms.

*D.H. Oh may be reached at doh@idcresearch.com*

## NEW IDC ADDRESSES IN KOREA AND ITALY

**IDC Korea**
**13th Floor, Textile Center**
**944-31, Daechi-3 Dong**
**Kangnam-Ku**
**Seoul 135-713**
**Korea**
**Tel: 82-2-528-5100**
**Fax: 82-2-528-5108**

**IDC Italy**
**Viale Monza, 14**
**20127 Milan**
**Italy**
**Tel: 39-2-28457-1**
**Fax: 39-2-28457-333**

## NOTEWORTHY

### PROMOTIONS

IDG WORLD UPDATE

HEISTERMANN

IDG Marketing Services' International Marketing Assistant **Volker Heistermann** has been promoted to international marketing analyst. He has been "the glue for IDG's Global High Tech Marketing Briefings, the engine behind IDG's global marketing presentations and the lifesaver at the IDG/Baptie Channel Focus conferences," said **Melanie Edwards**, director/international strategic marketing.

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*Network World*'s sales associates **Eleni Brisbois** and **Deb Lovell** have been promoted to senior sales associates. Eleni "has become an integral part of the sales team," said **Evilee Thibeault**, *NW*'s senior vice president/publisher. "Her responsibilities include market share and many other sales operations too numerous to mention. Deb has done a great job working with the sales assistants/associates in the branch offices. She will be the contact for the sales intranet, and we look forward to a site that helps us maximize all the resources we have available at *Network World*."

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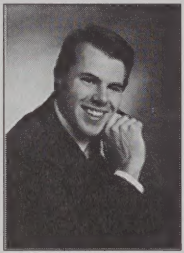
Previously a customer service representative with IDC, **Tiffany Magnifico-Worttham** is now senior client service representative. "In Tiffany's short time with IDC, she has demonstrated great customer service skills, a true understanding of all IDC products and has been a team contributor to the Strategic and Global groups," said **Denise Haines**, director, Global Accounts.

IDC Senior Research Analyst **Jill Frankle** has been promoted to program manager, Consumer Internet. "Jill has successfully taken on several former Interactive Services coverage areas and a major Microsoft consulting project, launched a joint venture with Web audience measurement company Relevant Knowledge, emerged as the industry's leading AOL analyst and has dug deep into consumer e-commerce," said **Bill Ablondi**, VP, New Media Group.



ZINSMEISTER

IDC Senior Analyst **Bill Zinsmeister** is now research manager, Consumer Devices. "For the past year, Bill has served a pivotal role in the New Media Markets program of IDC/LINK, both as IDC's expert on the gaming marketplace and contributing extensively to the overall analysis of several new media technologies and services," noted **Sean Kaldor**, vice president, Worldwide Quarterly PC Tracker and Consumer Devices Research.

### NEW EMPLOYEES

**Katherine Black** is an executive assistant in the sales and marketing department of *The Internet Industry Standard*. She has a B.A. in philosophy from the University of San Francisco and an M.A. in the same field from Claremont Graduate University in Claremont, Calif. She enjoys mountain biking, Hong Kong films and Japanese animation.

**Todd Burggraf** is *The Internet Industry Standard*'s new IS manager, coming from Ifusion, where he held a similar position. He holds a B.S. from the University of Cincinnati in computer science/electrical engineering, enjoys snowboarding and chasing his pets and claims to have recently cooked a complete Italian dinner successfully.

**David Patashnik** joins *The Internet Industry Standard* as its finance and business manager, coming from Wired Ventures, Inc., where he was manager of financial planning and reporting. He holds a B.S. in business and accounting from Rutgers University in New Brunswick, N.J., and enjoys movies, music, baseball and golf. He says that planning for an upcoming wedding "hasn't driven me bonkers — yet."

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**Diane Augsburger** joins IDG Books' Indianapolis office as a returns processor. Previously with NorWest Bank, she attended Johnson Bible College and enjoys basketball and swimming when she's not racing to keep up with her children.

Previously a teacher's assistant, **Megan Roney** is now a media development coordinator with IDG Books. She holds a B.S. in elementary education from the University of Southern Indiana and likes to read, paint and garden.

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Senior District Manager **Blayne Long** comes to *Computerworld*'s Chicago sales office from FastWeb where he was the director of national sales. He attended Purdue University in West Lafayette, Ind., enjoys golf, hockey and keeping up with his three young sons. He recently scored a hat trick in a father/son hockey match.

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**Jonathan Woolson** has been hired as a design associate with Mac Publishing, LLC. He has a B.F.A. from Alfred University in Alfred, N.Y., and enjoys mountain biking and origami.

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IDG WORLD UPDATE

CHAREONLARP

**Ekapat Chareonlarp** joins IDG Marketing Services in San Francisco as an international research assistant. He previously worked for the U.S. Department of Commerce assisting U.S. engineering and architectural firms' international exports. He has an engineering degree from the King Mongkut's Institute of Technology in Thailand and is finishing a degree in corporate finance at the University of California/Berkeley.

IDG WORLD UPDATE

SEMMEL

IMS has also hired **Jessica Semmel** as a sales assistant. She holds a B.A. from New York University in anthropology and was previously with Greater Talent Network in New York. She counts leaving New York City, traveling cross-country to San Francisco and completely revamping her life as her most recent accomplishment.

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**Charyle Gandee** comes to *PC World* as

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**NINETEEN YEARS**
Walter Schönberger - IDG Germany

**EIGHTEEN YEARS**
John Dix - Network World

**SIXTEEN YEARS**
Maryann McAuley - IDG Research

**FIFTEEN YEARS**
Wes Nihei - IDG Games Media Group
Eric Bender - PC World
Lucy Sheehan - IDG
Dorthe Theodoraki - IDG Denmark

**FOURTEEN YEARS**
Christina Spence - Publish

**THIRTEEN YEARS**
Jill Stevens - IDG

**ELEVEN YEARS**
Eleni Brisbois - Network World
Paul McCloskey - FCW

**TEN YEARS**
Eve Lieberman - IDG

**NINE YEARS**
Evilee Thibeault - Network World
Rob Stave - Network World
Carol Hildebrand - CIO
Christopher Connery - Computerworld

**EIGHT YEARS**
Carlos de la Iglesia - IDG Spain
Terri Morgan - IDG Books

**SEVEN YEARS**
Catherine Hayes - CIO
Brad Bass - FCW
Heidi Broadley - Computerworld
Jimmy Yu - IDG Singapore

**SIX YEARS**
Allen Grome - IDG
Frances Whalen - IDG List Services
Bob Metcalfe - IDG
Jim Casella - IDG
Heidi Anderson - PC World
Nancy Coy - CIO

**FIVE YEARS**
Eva Pechova - IDG Czechoslovakia
Tim Clarke - IPS
Susan Marrone - IDG
Naohito Kato - IDG Japan
Sandra Kolste - InfoWorld

**FOUR YEARS**
Resa Altsher - CIO
Christine Cahill - IDG Research
Ross Owens - InfoWorld
Paul Tyler - InfoWorld

**THREE YEARS**
Richard Black - Network World
Tom Garvey - Network World
Martin Fatun - IDG Czechoslovakia
Josef Kalasek - IDG Czechoslovakia
Antonette Cutone - IDG
Allen Furst - IMS
Terrence Bailey - IDG
Kim Giovanni - IFW
Pete Hitchen - IDC Asia/Pacific
Nina Zinn - IDG Books
Sarah Kennedy - IDG Books
Yücel Komçez - IDG Turkey

**TWO YEARS**
Daniel Vojnik - IDG Czechoslovakia
Marcela Peckova - IDG Czechoslovakia
Zdena Tomaidesova - IDG Czechoslovakia
Kimberly Looney - IDG
Joann Vuong - IMS
Katherine Auer - CIO
Tom Field - CIO
Shawn Lacascio - IMS
Andrew Burrell - IDG World Expo
Elisa Shemet - Publish
David Daoud - Computerworld
William McKenna - Computerworld
Randall Weston - Computerworld
Alicia Grob - IDG Argentina
Kazuki Minami - IDC Japan
Yuka Hayakawa - IDG Japan
Darlene Wong - IDG Books
Lou Peragallo - IDG Books
Mary Goodwin - IDG Books
Taner Tecer - IDG Turkey
Andrew Foster - InfoWorld
Ephraim Schwartz - InfoWorld
Dylan Tweney - InfoWorld

**ONE YEAR**
Marketa Denigerova - IDG Czechoslovakia
Margret Johnson - FCW
Stacey Greimel - CIO
Nancy Goodwin - IDG
Joseph Bigley - IMS
John Hempel - FCW
Robert McMillan - Web Publishing
Cheryl Allen - PC World
Ylenia Caminada - IDG Italy
Bret Frohwein - InfoWorld
Mariaelena Robles - InfoWorld

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an administrative ad sales assistant from Levi Strauss and Co. where she was an administrative assistant to the director of marketing/Dockers. She is currently completing her B.A. in business administration. She enjoys adventure activities such as skydiving and hot air ballooning, and traveling, most recently to the American South.

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**Elisa van Dam** joins IDC as the director of conferences and events. She had been general manager of event operations at Nth Degree. Elisa has a B.A. in international relations and a minor in computer science from Brown University and finds time for dance, gardening and travel.

IDC's new mailroom clerk is **Michael Barbato**. Currently taking engineering courses at Northeastern University, he is also the president of the Mutual Benefit Society.

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**Juliette Louise Calandra** is *InfoWorld*'s newest advertising/recruitment coordinator. Her previous job was as a senior account coordinator with Bernard Hodes Advertising/Omnicon. She earned a B.S. in business from California State University/Fresno. An avid cyclist, she is looking for Bay Area riders interested in participating in the Burlingame Cycling Coalition.

**TRANSFERS**

Previously *Network World*'s director of marketing, **Virginia Lehr** is now IDC's director, services market development. She holds a communications B.A. from Purdue University in West Lafayette, Ind.

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Marketing Services executive **Florence Schmit** is leaving IDG Marketing Services Europe/Middle East/Africa in the U.K. and returning to her native France. However, she will stay with IMS EMEA, working at IMS in Paris as a sales and marketing executive.

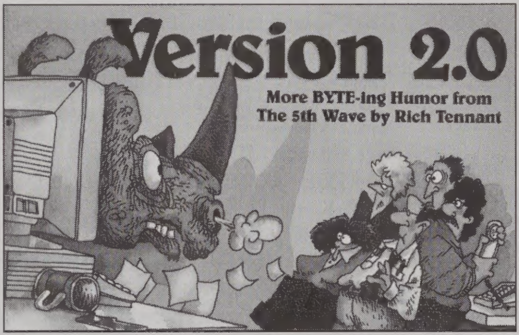
*All business units are welcome to send information and photos for this section to: world_update@idg.com.*

## OFF LINE

**It's that time again!**

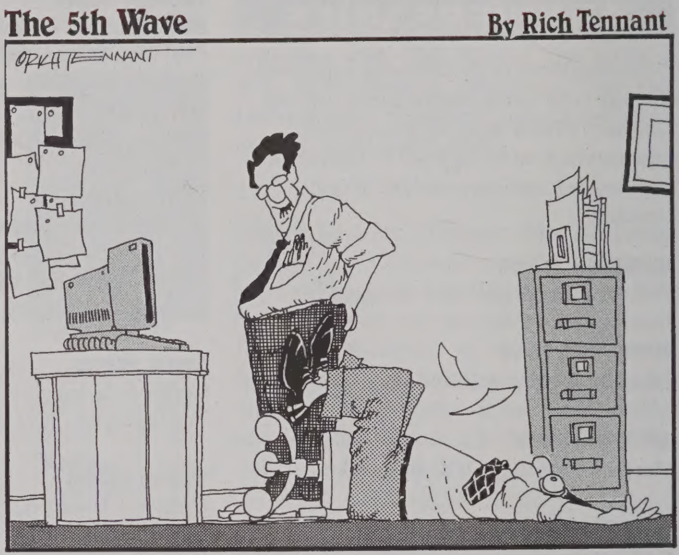
**Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, April 7.**

**The IDG employee with the most humorous submission will have a choice of receiving either a copy of Rich Tennant's newest book of cartoons, *Version 2.0,* or an "Off line" T-shirt imprinted with an original Rich Tennant cartoon. Honorable mention winners will receive an *IDG World Update* pen.**



**Fax your creations to 617-423-0712, or e-mail them via Lotus Notes (World Update) or via the Internet (world_update@idg.com.)**

**Have fun!**



IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 80 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 11 March 16, 1998

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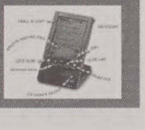
PAGE 3

CHECK OUT WORLD UPDATE ONLINE AND ENTER TO WIN A PALM PILOT
PAGE 4



# IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

## Seventh IDG Global Summit Reinforces Event's Premier Status

**(L-R) IMS EXECUTIVE VICE PRESIDENT BERNIE THEOBALD** *and Steve Weeks of Hewlett-Packard join IDG Chairman* ***Pat McGovern*** *during a break in one of the Global Summit sessions held at the Four Seasons Resort Aviara.*

"The IDG Global Summit is the best forum I attend each year. The quality of everything that happens there speaks loudly to the quality of IDG in general." Sentiments like those from Dennis Procter of Hewlett-Packard were in abundant supply following IDG's seventh annual gathering of technology marketers, held Feb. 22-24 in Carlsbad, Calif.

The invitation-only Global Summit, which this year drew 255 attendees, has firmly established itself as the one place where senior high-tech marketing executives can discuss not how technology is changing, but how marketing that technology is changing.

"One key to our success has been our ability to build an agenda around top authors and consultants, IDG experts and clients," said IDG Marketing Services President **Peter**

• CONTINUED PAGE 5 •

## 170,000 Mac Fans Throng Macworld Expo/Tokyo '98

**MAC EXPERTS AND NOVICES ALIKE FOUND SOMETHING TO** *interest them at last month's Macworld Expo/Tokyo.*

Macworld Expo/Tokyo '98, the largest Mac-related event held in Japan, attracted 203 exhibitors and more than 170,000 visitors Feb. 18-21. Targeting professional users, the show focused on the Mac's creativity-enhancing aspects. Weekday visitors were mainly professional graphics users and designers, while the weekend saw many families come with their children.

Yasuyuki Matsushita of Adobe Systems Co. said, "Up to now we have targeted the high-end users. This time, however, we have been very successful with our presentation that returns to the basics."

The opening keynote speech was preceded by an appearance by Apple Computer, Inc.'s provisional CEO Steve Jobs, who, via video, emphasized the depth of Apple's commit-

• CONTINUED PAGE 5 •

## IN BRIEF

# IDG Channel Services Group Sponsors Baptie Conference Series

IDG Channel Services Group, publisher of *Solutions Integrator* magazine, has joined forces with an internationally recognized leader in producing channel marketing conferences to offer a series of Channel Focus conferences throughout the U.S. this year.

As lead sponsor for the four Baptie & Co. events in this series slated for this year in the U.S., IDG Channel Services Group reaps numerous benefits including promotion in all direct mail pieces, signage at the conference venues, input on the speaker lineup, invitations for *Solutions Integrator* editors and executives to serve as speakers and moderators, sponsorship of networking events and parties and distribution of the magazine at the conferences.

The first conference, Channel Focus Latin America, took place Jan. 22-23 in Miami. **Lauri Jones**, director of Latin America Research at IDC, delivered the keynote and was evaluated as one of the best speakers at the conference by attendees. Other IDG-ers on the agenda included **Marcello Bernstein**, publisher of *Brazil Reseller News,* who spoke about building business in Brazil, and **Fernando Perez**, business manager at IDC Mexico, who discussed building business in Mexico. Also participating were IDG Marketing Services staff including **Melanie Edwards**, director of International Strategic Marketing; **Gilbert Manresa,** VP/associate publisher; **Alessandra Glahome**, director of international accounts; **Elba Intriago**, director of international accounts; and **Frank Cutitta**, managing director/ international.

solutions integrator

IDG WORLD UPDATE

**HELPING TO COORDINATE SOLUTIONS INTEGRATOR'S** *participation in the Channel Focus Latin America conference were the publication's marketing team. From left:* ***Courtney Moon****, marketing coordinator;* ***Catey DeBalko****; director of marketing; and* ***Amanda Lawatsch****, marketing coordinator.*

Upcoming conferences include:

- Channel Focus — North America, San Diego, Calif., April 2-3.
- Channel Focus — Europe, San Francisco, July 9-10.
- Channel Focus — Pacific Rim, California (exact location TBA), Nov. 5-6.

For more information, contact **Amanda Lawatsch** at tel: 650-294-7838 or e-mail: amanda_lawatsch@ idgchsg.com. 🖳

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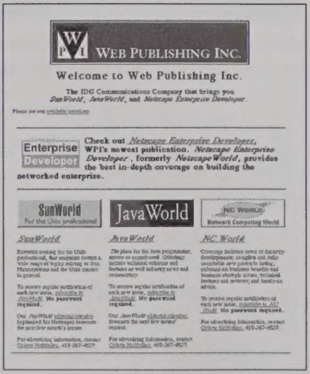
# IDG Launches *Netscape Enterprise Developer* Webzine

The newest Web-only offering to emerge from IDG Web Publishing is *Netscape Enterprise Developer*. The new online monthly (http://www.ne-dev.com), dedicated to helping information system professionals build and deploy the latest Web-based solutions for their organizations, addresses the rapid advancement of electronic commerce, Internet security, intranets, extranets, database connectivity, legacy connectivity and other Web-based technologies.



**Welcome to Web Publishing Inc.**

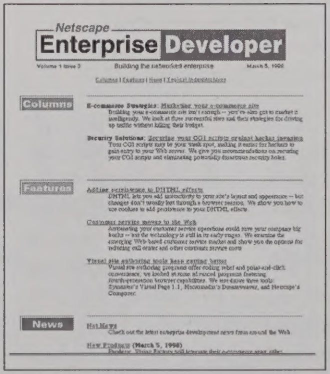
The IDG Communications Company that brings you *SunWorld*, *JavaWorld*, and *Netscape Enterprise Developer*.

**Check out *Netscape Enterprise Developer*, WPI's newest publication. *Netscape Enterprise Developer*, formerly *NetscapeWorld*, provides the best in-depth coverage on building the networked enterprise.**

*SunWorld*

*JavaWorld*

*NC World*



**E-commerce Strategies**: Marketing your e-commerce site
Building your e-commerce site isn't enough -- you've also got to market it intelligently. We look at three successful sites and their strategies for driving up traffic without killing their budget.

**Security Solutions**: Securing your CGI scripts against hacker invasion
Your CGI scripts may be your weak spot, making it easier for hackers to gain entry to your Web server. We give you recommendations on securing your CGI scripts and eliminating potentially disastrous security holes.

Adding persistence to DHTML effects
DHTML lets you add interactivity to your site's layout and appearance -- but changes don't usually last through a browser session. We show you how to use cookies to add persistence to your DHTML effects.

Customer service moves to the Web
Automating your customer service operations could save your company big bucks -- but the technology is still in its early stages. We examine the emerging Web-based customer service market and show you the options for reducing call center and other customer service costs.

Visual site authoring tools keep getting better
Visual site authoring programs offer coding relief and point-and-click convenience; we looked at some advanced programs featuring fourth-generation browser capabilities. We test-drove three tools: Symantec's Visual Page 1.1, Macromedia's Dreamweaver, and Netscape's Composer.

Net News
Check out the latest enterprise development news from around the Web.

New Products **(March 5, 1998)**

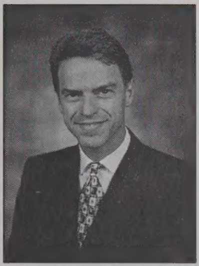
The Webzine, which is free to subscribers, features how-to columns by IDG editors and industry contributors, and product and development news targeting IS professionals. *Netscape Enterprise Developer* replaces the more broadly focused *Netscape World*. Circulation is projected to be 100,000.

"No group is more affected by the fast migration of web-based technologies into corporations than the professionals responsible for making it all work," noted **Michael McCarthy**, president of IDG Web Publishing. "Advertisers will benefit by reaching this targeted audience of IS professionals and other individuals who are actively involved in purchasing products and services for the corporate enterprise."

**Holly Blumenthal** will serve as editor-in-chief.

Web Publishing's other Webzine offerings include *SunWorld*, *JavaWorld* and *NC World*. 🖳

# ON LINE



**DENNIS PHILBIN**

*The vice president/ managing director of IDC Asia/ Pacific is this week's guest columnist. Part 2 appears March 23.*

### IDC ASIA/PACIFIC AT-A-GLANCE

- **Overview: IDC Asia/Pacific as a unit comprises both directly owned and operated IDC units as well as IDC agencies. While IDC Asia/ Pacific does report the market results for IDC Australia/New Zealand and Japan for some customers, Australia and Japan are separate business units.**

**The Asia/Pacific subsidiary companies and their years of establishment are:**

**Hong Kong – 1989**
**China — 1990**
**Singapore – 1996**
**Malaysia – 1996**
**Korea — 1997**

**The agency companies are in India, Taiwan, Thailand and the Philippines.**

- **Number of employees: 61**

- **Research scope: The broad spectrum of IT products and services, including PCs, workstations, servers, LAN products, remote access products, Internet, professional services, channels research, end-user research and storage. Consulting and custom research are also part of the mix.**

- **Office's most recent accomplishment: In FY97, IDC Asia/Pacific had the greatest profit turnaround in IDC.**

**Q When did you join IDC, and what's your background?**

A I joined IDC Asia/Pacific in 1995 as the director of consulting. I was promoted to vice president/managing director in April 1996. Prior to joining IDC, I was vice president of Scientific Computing Associates, a start-up company focused on high-performance parallel software development. SCA was a spin-off of the Yale Computer Science Department where I served as assistant chair. At SCA I had more hair and less of it was grey.

**Why do you have two regional offices for IDC Asia/Pacific based in Singapore and Hong Kong?**

As the Asia/Pacific region grows in market importance, there has been a clear trend toward sub-regional offices that are then coordinated by a regional office. We noticed that many vendors were locating their regional office in Singapore, so we had to establish a regional office there so that we could always be close to the client. At the same time, Hong Kong (which had been the sole regional office) grew in importance as the sub-regional center for the Greater China market, which is the fastest growing market in Asia. The "twin tower" concept has served us well by allowing us to keep close to the most important customers and to grow with the market.

**What is IDC doing in China? How much research do you do?**

One thing is certain about China: getting market leadership is difficult; maintaining it is even more difficult. China research is our greatest strength and our greatest challenge. It is a strength because (based on IDG's strength in China) IDC is the only international market research firm there with a directly owned and operated office. This advantage sets us apart. We have 13 analysts in Beijing, a nationwide network of research associates that allows us to cover the entire country, and three Hong Kong-based analysts working exclusively on China. All of these components operate as the "China Group" and allow us to be the only firm providing full coverage of the IT market by different technology groups. Our network of associates also allows us to commit and deliver large projects in very short periods of time.

China is a rapidly growing and evolving market, however, which leads us to the challenge: the level of professional IT manpower in the vendor community has increased significantly over the past few years. As a result, vendors have internal staff to assist them with many of the questions that they once relied on IDC to answer. IDC needs to improve the quality of its staff and the depth of its analysis to continue to create value for these vendors.

### IDG WORLD UPDATE NEEDS YOUR IDEAS!

*Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:*

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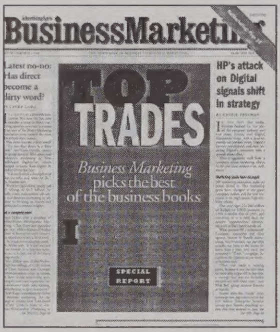
*Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.*

# *CIO* Earns "Top Trade" Award in Recognition of Marketing Clout

*CIO* magazine has been named as one of a quartet of top business-to-business computer industry magazines for editorial excellence and circulation strategy by *Advertising Age*'s *Business Marketing* magazine. In its first annual "Top Trades" award, the monthly advertising and marketing publication cited *CIO* for outstanding service to its business-to-business marketing customers using criteria established by the marketers themselves.


BusinessMarketing

Latest no-no: Has direct become a dirty word?

TOP TRADES

*Business Marketing* picks the best of the business books

SPECIAL REPORT

HP's attack on Digital signals shift in strategy

**CIO WAS AMONG SEVEN** *titles honored as a "Top Trade" by Business Marketing magazine.*

**Joe Levy**, president, CEO and group publisher of CIO Communications, said the *Business Marketing* award clearly demonstrates the power of *CIO* magazine's reader audience. "*CIO* delivers focused information to a targeted group of the nation's most influential executives. Being honored by *Business Marketing* confirms that our circulation strategy is a success."

Calling attention to the magazine's recent enhancements, he added, "This is an extraordinary way to commemorate our 10th year of publication and our new, innovative two-section format." (See sidebar, right.)

*Business Marketing* magazine polled hundreds of business-to-business marketers via telephone in January and February, asking them what criteria they use to judge trade publications and which magazines did the best jobs meeting those standards. Editors reviewed the results and determined the winning publications. *CIO* magazine is among four winners in the computer industry publishing category. According to Brian Reilly, executive editor of *Business Marketing*, "Across the board, business-to-business marketers say editorial excellence and circulation, or reaching the right readers, are the most important criteria."

Polling was conducted after *CIO* magazine's two section format was unveiled (Oct. 1, 1997). "This is a clear nod on behalf of many marketers to our new approach to publishing," Levy said, adding that the award "underscores the power and influence of the *CIO* audience, as well as the crucial role chief information officers play in business today."

CIO Communications, Inc. was formed in 1987. It publishes *CIO* magazine, produces the award-winning <www.cio.com> Web site, and develops and produces CIO Executive Programs.

*For more information, contact* ***Susan Watson****, CIO director of public relations, at: swatson@cio.com.*

## ONE MAGAZINE, TWO SECTIONS

**On Oct. 1, 1997, *CIO* magazine debuted its successful, new concept of delivering targeted, freestanding editorial sections (similar to a newspaper). The product is often positioned as "One magazine, Two sections." On the 1st of each month, readers receive the traditional section 1 and *CIO Web Business*, section 2. On the 15th of each month, readers receive the traditional section 1 and *CIO Enterprise*, section 2.**

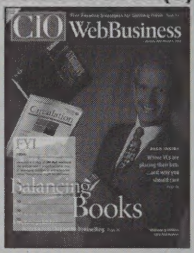
**FIRST OF THE MONTH'S ISSSUE(S)**

CIO

Integration Team

Vital signs

**TRADITIONAL CIO**
*section 1*


CIO WebBusiness

Balancing Books

**WEB BUSINESS**
*section 2*

**15TH OF THE MONTH'S ISSSUE(S)**

CIO

Hi, Technology!

**TRADITIONAL CIO**
*section 1*

CIO enterprise

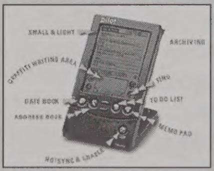
Strategic Supply Chains

**CIO ENTERPRISE**
*section 2*

## WIN A PALM PILOT!

**Attention *World Update* readers! Have you checked out *World Update Online*? Located on IDG Central (http://idgcentral.com), the company's employees-only intranet, *IDG World Update Online* is available each Friday preceding the actual issue date.**

**To encourage employees to try *World Update Online*, IDG Global Communications will give away a Palm Pilot personal digital assistant to the reader whose name is selected in a random drawing on April 3. To be eligible, simply read each story in the March 23 issue of *World Update Online*, available beginning March 20. Global Comm staff will track readership, and anyone who reads each story in the issue will have his or her name automatically entered into the drawing. You may read the issue anytime between March 20 and April 2.**



**As a bonus for new users of the site, anyone who requests a login and password from Global Comm and reads the March 23 issue will have their name entered twice. To request a login and password, send an e-mail message to: globalcomm@idg.com. Include your name, business unit, e-mail address and a preferred password.**

**Please note, to be eligible for this contest, you must read *World Update Online* via the Web. Good luck and happy reading!**

IDG
INTERNATIONAL DATA GROUP

# *Job Opportunities - March 16, 1998*

**Advertising Sales Associate (CIO)**
CIO is looking for a high energy individual to provide sales support to the San Francisco, CA sales office. Responsibilities include: customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders. You will also be responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and rfp's. Ideal candidates will have a customer service orientation, strong writing skills, PC computer experience, familiarity with Microsoft Word, Excel, PowerPoint, and a minimum of 2-3 years business experience. *Location: San Francisco, CA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Features Editor (CIO)**
The individual in this position will be responsible for editing copy for content, organization, clarity, and completeness. The Features Editor will work closely with in-house and freelance writers on story development, direction, and focus, assist in the idea-generation process, and write occasional short items. Three years of feature editing experience is required. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Accounting Assistant (CIO)**
CIO Communications is looking for an Accounting Assistant to report to the CFO in Framingham, MA. Primary responsibilities will include invoice encoding, maintenance of the PO system and records, reconciliation of expense reports, paper and supply inventory, data entry, bookkeeping, and general administrative duties as necessary. Ideal candidates will possess an Associates degree in Business Administration, 1-2 years experience in accounts payable and knowledge of Macintosh Word, Excel, and FileMaker Pro. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Financial Operations Manager (CW)**
The individual in this critical position will be responsible for preparing closings, overseeing the billing function and managing commissions. Other responsibilities will include reporting, handling vendor invoices, approving expense reports and managing the finance department budget. To be successful in this role, you must be extremely organized, be a creative problem solver and have strong customer service skills. Knowledge of IDG's financial systems is preferred. Proficiency with spreadsheets and 3-5 years of applicable experience are a must. *Location: Framingham, MA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Copywriter (CW)**
The individual in this position will be responsible for conception and writing of marcom projects, tactical sales tools, and development of some custom proposals. Reporting to the Marketing Director, the copywriter will develop content for both internal and external communications projects, create strategy documents and presentations as well as other special projects. Qualified candidates will be motivated, self-starters with the ability to prioritize multiple projects and meet deadlines. Experience in marketing and/or sales required. Background should include copywriting, public relations and/or research. Superior communication skills with degree in journalism preferred. *Location: Burlingame, CA*
Contact: T. Lehane, Fax: 415-347-6371, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

**Sales Coordinator (CW)**
The selected candidate will provide multi-functional support to a Regional Vice President responsible for leading the Southwest Sales Region. Selected candidates responsibilities will include client service, sales intelligence gathering, production of graphics presentations, advertising coordination and event planning. Ideal candidate will be goal oriented, independent, extremely organized, and will thrive in a very fast paced environment. This individual must possess a bachelor's degree, relevant experience and a strong technological aptitude. *Location: Burlingame, CA*
Contact: T. Lehane, Fax: 415-347-6371, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

**Online Account Executive, Network World Fusion (Fusion)**
Online Account Executive will work with our Online Sales Manager and NW print sales staff to increase advertising sales revenue for Network World Fusion. Major responsibilities will include handling RFP's, developing relationships with existing and prospective customers, sales call follow-up, interfacing with Ad Operations, and presentation preparation. The ideal candidate should have some sales experience, be highly organized, work independently and have strong computer skills and significant exposure to the Web.
*Location: Framingham, MA*
Contact: A. Roskey, Fax: 508-270-8869, Phone: 508-820-7503, Email: www.nwfusion.com

**Regional Sales Representative (ICE)**
Internet Commerce Expo (ICE), the nation's fastest growing internet-focused Conference and Exposition business, is seeking a highly motivated and innovative individual to handle new name account sales for exhibit and sponsorship activities. Ideal candidates will possess 3-5 years experience in trade shows or related advertising sales. Strong IT vendor knowledge and/or vendor relationships required. *Location: Framingham, MA*
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

**Copy Editing/Consulting (IDC)**
Publishing Services & Technologies (PS&T) seeks a talented Copy Editor for various consulting projects on the IT industry. Responsibilities include editing text and tabular material online and on hard copy, working with authors to fine-tune their writing, choosing keywords to enhance online searches, and writing document descriptions and summaries. Strong Office 95 skills, especially Word and Excel, are required. The ability to work under tight deadlines and to juggle many projects at once is a must. A bachelor's degree and one to three years of experience in a technical environment are preferred. *Location: Framingham, MA*
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: anne_schneider@idg.com

**Copy Editor (IDC)**
Publishing Services & Technologies (PS&T) seeks a talented Copy Editor for market research on the IT industry. Responsibilities include editing text and tabular material online, working with authors to fine-tune their writing, choosing keywords to enhance online searches, and writing document descriptions and summaries. Strong Office 95 skills, especially Word and Excel, are required. The ability to work under tight deadlines is a must. Experience working with charts, graphs, and tabular data is preferred, as are exhaustive attention to detail, a bachelor's degree, and one to three years of experience in a technical environment. *Location: Framingham, MA*
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: anne_schneider@idg.com

**Desktop Publisher, Consulting (IDC)**
The successful candidate will be responsible for the production of custom project deliverables for IDC's research community. Specifically, duties will cover all aspects of producing research documents (primarily Word templates): from design, layout and proofing, through to print and distribution. Skills needed include a high attention to detail, ability to manage multiple projects, and expertise with all major PC desktop publishing packages: QuarkXpress; Microsoft Word, Excel, and PowerPoint; and Illustrator. Familiarity with Photoshop, DeltaGraph or a charting package, and Lotus Notes are a plus. Must also possess the ability to manage multiple tasks in a fast-paced, demanding atmosphere. Copy editing experience and familiarity with two-color printing is preferable. Only candidates with a minimum of 2 years experience need apply. *Location: Framingham, MA*
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: anne_schneider@idg.com

**Research Analyst, Semiconductors (IDC)**
IDC's Semiconductor Research Group is looking for an individual with superior spreadsheet and analytical skills to be a part of our team. Responsibilities will include monitoring PDC semiconductor content trends through system tear-downs and vendor interviews, tracking semiconductor pricing, and market forecasting. The successful candidate will have excellent verbal and written communication skills, be detail-oriented, and able to work as a team member. Electrical engineering experience, and technical writing background preferred. *Location: Framingham, MA*
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4133, Email: ebaptiste@idcresearch.com

**Research Manager, European Services Industry Research (IDC UK)**
The IDC UK office is looking for a senior individual to manage market research, analysis and publication to ensure the success of IDC's European Systems Support and Operational Services Continuous Information Program. The main responsibilities will be to determine the direction of research in order to meet the European Market assessment needs of players in the systems support and operational services sector. The Research Manager will also be working to execute market research, analysis and publication, including desk and preliminary investigations, design research instruments such as surveys, conduct or manage the execution of primary research, analyse data collected and write appropriate documents. Where necessary prepare and deliver presentations on topics researched and work with sales team by attending sales meetings when requested. Also included in this role is to ensure client inquiries are completed to specification and clients' inquiry time is monitored and communicated on a quarterly basis.
*Location: London, England*
Contact: S. Horrocks, Fax: 44(0) 181 995 1090, Phone: 44(0) 181 987 7100, Email: shorrocks@idcresearch.com

**Senior Research Analyst, EMEA Research Organisation (IDC UK)**
The IDC UK office is looking for a Senior Research Analyst to be responsible for ensuring vendor shipment data is collected and for research information to be analyzed and coordinated at local country level. The individual will be responsible for ensuring strong links with specified vendors and maintaining up-to-date product database. Duties include controlling quantitative and qualitative research for allocated vendors, covering specified elements, dealing with client inquiries, forging strong client links, writing bulletins and vendor profiles, providing sales support and attending sales meetings as necessary and promoting the activities of the EMEA Research Organisation. *Location: London, England*
Contact: S. Horrocks, Fax: 44(0) 181 995 1090, Phone: 44(0) 181 987 7100, Email: shorrocks@idcresearch.com

**Corporate Tax Manager (IDG)**
Reporting to the Vice President of Corporate Tax, this position is responsible for the coordination of IDG's federal and state tax compliance and planning effort. Includes overseeing the preparation of a consolidated federal and multi-state income tax returns; information reporting on foreign entities; foreign tax credit; unitary filings. Will also be responsible for quarterly and year end tax provisions; coordination of IRS and state/local audits as well as year end financial audit; ongoing planning and research; business unit consultation. 5-7 years tax experience required. CPA/MST desired. *Location: Framingham, MA*
Contact: K. McPhillips, Fax: 508-935-4600, Phone: 508-935-4531, Email: kristen_mcphillips@idg.com

**Staff Accountant (IDG)**
The individual in this position will be responsible for the month end closing of several subsidiaries. This includes working with the subsidiaries throughout the month on operational accounting issues. Candidates must have a BA/BS in Accounting coupled with 5-8 years of experience and the ability to analyze financial statements. Must have knowledge of Lotus and Excel. Excellent communication and interpersonal skills. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Mailroom Services Specialist (IDG Central Services)**
Responsibilities include sorting and distributing mail, FedEx, UPS, shipping and receiving, assisting with maintenance of storage, setup and maintenance of conference rooms, switchboard backup and other duties as assigned. Must be organized, possess excellent communications skills, and have ability to juggle multiple tasks. Experience in mailroom, shipping/receiving environment desired. Valid CA Driver's license and ability to lift 50lbs. required. *Location: San Francisco, CA*
Contact: S. Lynn, Fax: 415-974-7316, Phone: 415-978-3337, Email: sheila_lynn@publish.com

**Sales/Marketing Coordinator (IDG Games Media Group)**
Provides general administrative support in the areas of sales, marketing research, promotions and public relations. Duties include maintaining relevant databases; coordinating mailings; assembling media kits; customer/advertiser interaction; coordinating on-line promotions & assisting with trade shows/events. Ideal candidate should have 1-2 years sales/marketing support experience; strong working knowledge of Microsoft Office applications (preferably ACT and Filemaker databases); have excellent written & verbal communication skills & excel in dead-line drive, team-oriented environment. College degree preferred publishing experience a plus. *Location: San Mateo, CA (relocating to San Francisco)*
Contact: C. Aguilar, Fax: 650-349-5279, Phone: Multiple Sites, Email: caguilar@iftw.com

**Art Director (IFW)**
InfoWorld is seeking an innovative Art Director with at least three years of experience, Quark skills, and a clean design style. Will be working in a fast-paced environment. *Location: San Mateo, CA*
Contact: S. Barnes, Fax: 650-312-0668, Phone: 650-525-3464, Email: resumes@infoworld.com

**Technology Analyst (IFW)**
INFOWORLD is seeking a Technology Analyst who is experienced in configuring servers, including Web, application, and groupware. Hands-on experience with NT, Netware, and network management is essential. Familiarity with SQL, UNIX, and application development a plus. Must be able to write well, meet deadlines, and enjoy working on an interdisciplinary team. *Location: San Mateo, CA*
Contact: S. Barnes, Fax: 650-312-0668, Phone: 650-525-3464, Email: resumes@infoworld.com

**Editor (Mac Pub)**
This candidate will be responsible for the day to day editorial operations. He/she will manage 12 people, the print edit group -- Features, Reviews, and How-To. The Editor will report directly to the Editor in Chief and serve as back-up. Also, he/she will be a member of Macworld's executive management team, the advisory group that directs all Macworld edit activities including the Lab, on-line and print efforts. Excellent communication skills, team building skills, strong interests in developing and mentoring staff are key requirements. Candidates must be process-oriented, with experience managing a complex set of editorial initiatives and long term planning, plus be able to react quickly to rapidly changing situations. A minimum of five years experience in a senior editorial management role in a technology publication is required; experience and familiarity with the Macintosh industry and platform would be a plus. Demonstrated ability to a package editorial, particularly features, is also strongly desired. *Location: San Francisco, CA*
Contact: A. Gore, Fax: 415-243-3644, Phone: 415-243-3603, Email: andy_gore@macworld.com

**Production Editor (Mac Pub)**
This person will be responsible for continuity of all Mac Publishing sites from both an editorial and production perspective and will work closely with both online production and editorial staff. Day to day responsibilities include overseeing email newsletter delivery, managing relationships with outside content partners, Mac Publishing quality control (in terms of navigation, look and feel, and editorial delivery) and researching and implementing new technologies. Skills needed include strong writing skills, HTML, database and web production experience. Needs to be able to work with different people on multiple projects and move the projects forward. This person should be highly interested in online publishing and like a fast-paced environment. Experience with Macs and UNIX is a plus. *Location: San Francisco, CA*
Contact: J. Julian, Fax: 415-543-2537, Phone: 415-243-3502, Email: jeff_julian@macworld.com

**Sales Account Manager (Mac Pub)**
This person will pursue all advertising opportunities through creative and imaginative sales techniques, while maintaining a professional and consistent performance in fulfilling all sales goals. This person will sell advertising, service, and develop re-seller and web shopper opportunities in Macworld Online via the telephone. This person will service and maintain all advertising after the sales are made. *Location: San Francisco, CA*
Contact: J. Julian, Fax: 415-543-2537, Phone: 415-243-3502, Email: jeff_julian@macworld.com

**On-line Account Executive, Network World Fusion (NW)**
This candidate will work closely with our Online Sales Manager and the NW print sales staff to increase advertising sales revenue for Network World Fusion. Handling RFP's, developing relationships with existing and prospective customers, sales call follow-up, interfacing with Ad Operations, and presentation preparation will be major responsibilities. The ideal candidate will have some sales experience, be highly organized, will work independently, and have strong computer skills, as well as significant exposure to the Web. *Location: Framingham, MA*
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

**Ad Production Coordinator (PCW OSG)**
Coordinate booking, billing and reporting for all advertising on the PC World Online Network web sites and email newsletters. Knowledge of web publishing technology including HTML as well as strong computer, time management and communication skills. Must have advanced skills in spreadsheets, databases, and web publishing tools. Candidate must be detail oriented and deadline sensitive. *Location: San Francisco, CA*
Contact: E. Wayman, Fax: 415-974-7491, Phone: 415-978-3377, Email: erin_wayman@pcworld.com

**On-Line Sales Specialist (CW)**
Computerworld's web site, @Computerworld, is seeking a talented on-line sales person to work in conjunction with our print advertising efforts and with IDG's Network sales initiatives. A critical component of this position is the close working relationship this individual will have with the national print sales team so that our sales efforts are completely aligned. Reporting to the VP & General Manager of New Media, this individual will also work closely with the site team to help develop "beyond banner" opportunities and also on developing key alliances enabling @Computerworld to continue to build its audience. The ideal candidate will have had successful ROP advertising sales experience (on-line sales experience also a plus) and possess an intimate knowledge of Computerworld's advertising and reader audiences. Strong communication and interpersonal skills are essential.
*Location: Framingham, MA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Places to find a complete listing of job opportunities across IDG:**

- **Lotus Notes -- Job Opportunities Database**
- **IDG Central -- http://idgcentral.com**
- **IDG Web Site: http://www.idg.com**
- **Job Hotline -- MA: 508-935-4406 PCW/MacWorldPublish: 415-978-3100**
- **The World Update on the last Monday of every month**

## GLOBAL SUMMIT

*continued from page 1*

**Horan**. "We stay focused on the issues that are most pressing to our customers."

This year's agenda focused on two areas: 1) proven strategies and practical tools for implementing global marketing programs and 2) effective methods of integrating the Internet profitably into the marketing mix.

IDG speakers included **Philippe de Marcillac**, IDC's senior VP of worldwide research, who outlined the opportunities and pitfalls in a global IT marketplace; Horan presented best prac-tices in global marketing management; **Thomas Gewecke**, publisher of PC World's Online Services Group, demonstrated savvy Web advertising strategies; and CIO President **Joe Levy** chaired a panel on listening to customers and how they perceive global marketing efforts.

One of the most highly rated sessions was presented by 89-year-old management guru Peter Drucker who shared his insights into the future, particularly regarding corporate globalization and managing change.

In addition to the substantive presentations, customers and IDG executives had a chance to get to know each other better during activities that included sailing on San Diego Bay, a behind-the-scenes tour of the San Diego Zoo and "Golf for Dummies" instruction.

**(LEFT TO RIGHT) LARRY LOPER OF 3COM** *and Scott Frank of IBM talk with IDG President* ***Kelly Conlin*****.**

For the second consecutive year, attendees had access to an exclusive Web site that contained speakers' biographical information and their presentations (graphics as well as Real Audio).

*For more information on the Global Summit, contact IMS Senior Director of Marketing* ***Julie McGill*** *at julie_mcgill@idg.com.*

## WORLD WIDE WEB STATISTICS

**Thomas Gewecke, publisher of PC World's Online Services Group, began his IDG Global Summit presentation, "Making Web Advertising Work," with some snapshots of Web usage:**

**DATA POINTS**

- **21% of U.S. adults — 41 million — now use the Web each month.**
- **In 1997, U.S. businesses generated more than $7 billion in Web-based services.**
- **85% of e-commerce revenues in 1997 came from business-to-business technology selling.**
- **In Q4 1997, 11% of all U.S. adult online users traded stocks online.**

**IN THE Q4 1997, THE WEB WAS RESPONSIBLE FOR:**

- **$7 million in sales per day on the Cisco Web site**
- **42% of Charles Schwab's total commission revenues**
- **11% of Egghead Software's sales**
- **$38 million in Amazon.com sales**
- **$1 million to $2 million in travel sales per week.**

**And...16% of new car buyers in the fourth quarter used the Web to find information.**

## DISCOUNT AVAILABLE FOR POWERBRANDING SEMINAR

**IDG Marketing Services/Europe, Middle East and Africa will host the IDG PowerBranding seminar in London on April 21. Modeled after a similar session hosted by IMS in the U.S. last year, the presentations will focus on how IT marketers can build successful brands.**

**IDG and IDC staff are eligible for discounted admission. For more information, contact Gill Warren at gill_warren@idg.com, tel: 44-1444-258-333 or check the Web site at <http://idg.com/branding>.**

## MACWORLD EXPO/TOKYO

*continued from page 1*

ment to the Japanese market. Keynote speaker Mitch Mandich, Apple's senior vice president in charge of worldwide sales and support, spoke on Apple's future, the latest trends in G3 and QuickTime, Apple's development of new U.S. retail channels, and last summer's deal with Microsoft Corp.

Yoshifumi Masuda of Microsoft's Event Planning Group/Corporate PR department said, "We have been able to emphasize our cooperative relationship with Apple. Many of the visitors showed great interest in our products."

Next year's Macworld Expo/Tokyo '99-The Creative World will be a follow-through of the Macworld Expo/NY1998 show to be held in New York July 7-10.

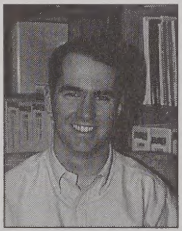
"We want to attract business visitors in the graphics field, so we are looking forward to next year's show as it will be a multiplatform exhibition," said Junichiro Inaba, public relations and advertising group manager with Image and Measurement Inc. The Tokyo exhibition will be held Feb. 18-20, 1999, at the Makuhari Messe exhibition hall.

## NOTEWORTHY

### PROMOTIONS

ALOI

**Jennifer Aloi** has been promoted from associate editor to editor of *JavaWorld.* "Jenni's dedication to excellence and unflinching eagerness to please are just two of her many invaluable assets. After joining *JavaWorld* just over a year ago, she quickly parlayed her book publishing experience and developed a flair for magazine editing and writing," said **Michael O'Connell**, *JavaWorld* editor-in-chief. "Her work consistently reflects her strengths as an editor, writer and problem-solver. Her presence has significantly enhanced *JavaWorld*'s success as the premier Java publication."


TOOLAN

**Matt Toolan** moves up the IDC ladder from senior analyst to program manager, Global Research Services (GRS). "He is an excellent example of what can be achieved by applying a great attitude and a positive approach to the most thorny of problems," said GRS Vice President **Chris Fell**. "Matt has been a source of great support on a number of projects, most notable the infamous Baseline project, which we literally couldn't have done without him."

SWARTZ

Also at IDC, **Esmeralda Swartz** moves up the ranks from senior analyst to research manager, local-area networks. "Esmeralda is well-known to the press as IDC's expert in LAN hub and switching technology markets," said **Mark Leary**, program director. "She is also frequently cited for her excellence in customer service — a real challenge in a program whose clients generate not only a large number of inquiries but also an increasingly complex set of problems to analyze and ultimately solve."

### NEW EMPLOYEES

**Hirokazu Ishii** joins IDC Japan as a PC research associate in the Personal Systems and Communications Group. He previously worked for a public service firm that provides medical information for doctors, researchers and pharmaceutical companies. He has a degree in library and information science from Keio University and enjoys tennis and traveling.

*InfoWorld* welcomes **Lynne Forrest**, who will be working as the publication's digital pre-press specialist. Her prior job was with Digital Prepress Tech and she has a B.A. in art from San Jose State University. Outside the office, she is involved in charities, her church and self-education.

**Jennifer Jordan** joins IDG Marketing Services in San Francisco as an international sales associate. A graduate of the University of California/Berkeley, she has taught school in Mexico, Latvia and Belgium and speaks Spanish, Russian and French.

D'AMICO

The IDG News Service has a new Munich correspondent: **Mary Lisbeth–D'Amico.** She was previously a freelance editor for Siemens' in-house "Telecom Report" and edited English texts for Computer 2000. She holds a B.A. in political science with a minor in English literature from Bucknell University in Lewisburg, Pa. When she can find time while raising two girls, she enjoys skiing, swimming and choral singing.

**Susan Hopson** is IDG Books Midwest's new human resource director. She was previously the area human resources manager/international division for Inland Paper Board and Packaging. She holds an M.B.A. from Indiana Wesleyan University and a B.A. in Spanish from Indiana University. Outside the office she enjoys gardening, walking and movies.

STEENBERGEN

**Stephanie Steenbergen** is an associate editor at Web Publishing's *SunWorld* magazine. Her previous job was as publication writer for Sun Microsystems. She earned a B.A. in German and English from Calvin College in Grand Rapids, Mich. and likes to cook, garden.

LAWATSCH

In San Mateo, Calif., **Amanda Lawatsch** comes to *Solutions Integrator* as a marketing coordinator from CBS Radio, where she worked as a marketing specialist. She holds a B.A. in art history from Colgate University in Hamilton, N.Y., enjoys running in the outdoors and can frequently be found in the wine country of California's Napa County tasting wine.

**Victoria Beltrand** joins *The Internet Industry Standard* as regional sales manager. She held a similar position at Upside Media managing ad and online sales. She earned a B.A. in economics from UCLA and likes to ski and golf.

Office Coordinator **Larissa Giargiari** comes to *The Internet Industry Standard* from the ski town of Steamboat Springs, Colo. She earned a B.S. from SUNY/New Paltz and likes to hike, read, camp and recently took up whitewater kayaking.

Account Associate **Allison Witter** comes to *CIO*'s San Francisco office from Antenna Group Public Relations, where she was a PR associate. She has a double major degree in sociology and women's studies from Boston College. Allison is a junior committee board member for the California Pacific Medical Center and serves on the alumni board of directors of the Crystal Springs

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**EIGHTEEN YEARS**
Ed Scannell - InfoWorld

**SIXTEEN YEARS**
Joan Bayon Pinsky - Network World

**FOURTEEN YEARS**
Leif Rasmussen - IDG Denmark
Wolf-Dietrich Lorenz - IDG Germany

**THIRTEEN YEARS**
Rachel Parker - InfoWorld

**TWELVE YEARS**
Melanie Guy - Computerworld
Christine Cavelle - IDG France

**NINE YEARS**
Judy Bonasoro - IDG

**EIGHT YEARS**
John Kelley - IDG
Tom Mathews - IDG
Christina Corbett - InfoWorld
Sabine Terras - IDG France

**SEVEN YEARS**
Janna Custer - InfoWorld
Kristin Kueter - InfoWorld

**SIX YEARS**
Jack Wang - IDG Taiwan
Lilian Christiansen - IDG Denmark
Steve Stamates - InfoWorld
Michael Cooney - Network World
Ousmane Keita - IDG Czechoslovakia
Leticia Lehane - Computerworld
Dominique Mercenne-Houdin - IDG France

**FIVE YEARS**
Denise Bove - IDG
Klaus Breu - IDG Germany
Vincent Burns - IDG Books

**FOUR YEARS**
Lisa Hilton - InfoWorld
Nancy Miller - PC World
Mark Stafford - IDG Australia
Dinesh Kumar - IDC New Zealand
Tomoko Kiyotsune - IDG Japan
Koji Kuwabara - IDG Japan
Bill Barton - IDG Books

**THREE YEARS**
Theresa Sanchez-Baker - IDG Books
Robert Conners - IDG Books
Tracy Brown - IDG Books
Blane Ashby - IDG Books
Laura Berdish - Computerworld
Roland Bischoff - IDG Germany
Sandy Fong - IDG Singapore
Christian Levesque - IDG France
Fabrice Dalongeville - IDG France

**TWO YEARS**
Elisabeth Mygind - IDG Denmark
Carolyn April - InfoWorld
Salim Sasmaz - IDG Turkey
Tom Norton - Network World
Richard Robinson - IDC U.K.
Joyce Pepple - IDG Books
Soline Chapius - IDG France
Olivier Rafal - IDG France
Alain Godet - IDG France

**ONE YEAR**
Susan Love - InfoWorld
Bethany Ritchey - InfoWorld
Vlasta Alexanderova - IDG Czechoslovakia
Robert James - PC World
Thalia Karakitsios - PC World
Masakazu Hanawa - IDG Japan
Leslie Herd - IDG Books
Sestina Quarequio - IDG Books
Karen Young - IDG Books
Gina Vakili - IDG Books
Sandra Baraud - IDG France

Uplands School.

### TRANSFERS

SCHUBERTHAN

**Kim Schuberthan**, previously an operational supervisor at the Computerworld Information Management Group, is an inquiry analyst with IDC. She attended Framingham State College and enjoys puttering around the house when not taking her daughter to and fro.

**Rhonda Gutierrez** moves from *PC World* where she was a sales assistant to *InfoWorld* where she works as a sales associate. In her spare time she enjoys refinishing antique furniture.

### RETURNING EMPLOYEES

*WebShopper* has hired **William Giller** as vice president of sales. Once a regional manager for *PC World*, he has a B.S. in electronics theory from the University of Nebraska.

*All IDG business units worldwide may send information for the Noteworthy column to world_update@idg.com.*

## NEW HOME FOR MAC PUBLISHING

Mac Publishing L.L.C.
301 Howard Street
15th Floor
San Francisco, CA 94105

Tel: 415-243-0505
Fax: 415-442-0766

There are new direct dial numbers for the *Macworld* staff, including:

Colin Crawford, president/CEO
415-243-3506

Andy Gore, editor-in-chief
415-243-3603

## WHERE TO GO FOR BOILERPLATE AND "WHO" INFORMATION

To see the most recent IDG boilerplate for inclusion in press releases, the IDG Corporate Profile with current publication and revenue figures, or the "Who Are We" paragraph of IDG publications worldwide, check the IDG Corporate Communications section of IDG Central (http://idgcentral.com) or contact IDG Public Relations Director Heidi Creighton at heidi_creighton@idg.com.

## CELEBRATING 10

# Stephanie Beach

**HOME:** Palo Alto, Calif.

**JOINED INFOWORLD:** September 1987 as Support Administrator, Infomarket Advertising.

**CURRENT TITLE:** Manufacturing/Distribution Coordinator.

**BEST PART OF YOUR JOB:** The on-going challenge of technology and the travel!

**MOST MEMORABLE THING THAT'S EVER HAPPENED TO YOU AT WORK?** Handing Pat McGovern his Comdex issue of *InfoWorld* at the Denver Airport.

**BEST COMPLIMENT YOU'VE EVER RECEIVED ON YOUR WORK?** A hand-written note from our publisher.

**INTERESTS OUTSIDE THE OFFICE:** My family, YMCA, dogs (Chesapeake Bay Retriever), ballet, Stanford University basketball (women's and men's), travel, reading, music (especially piano), swimming, volunteer work (at a local senior nutrition center and a children's hospital), needlepoint and cooking.

**FAMILY:** Husband, Dave; children: Josh, 29, engineer for Hewlett-Packard; Kirstin, 27, studying for Ph.D. in audiology at University of Wisconsin/Madison; and Duff, 24, Second Lt., U.S. Army, stationed at Kunsan Air Force Base, South Korea.

**DREAM DESTINATION:** A trip on the Orient Express followed by the Silk Route, or a trip on the Flying Scotsman followed by the Hebrides and Shetland Islands.

**WORDS TO LIVE BY:** Have passport, will travel.

**FANTASY JOB:** Space shuttle pilot.

**IDG CHAIRMAN PAT McGOVERN ESCORTS INFOWORLD'S *Stephanie Beach*** *to dinner at San Francisco's Ritz-Carlton in honor of her 10 years of service to the company.*

**YOUR IDEA OF A PERFECT WEEKEND?** Camping in the High Sierras or staying at the Alhambra (in Granada, Spain) or the Marais (Paris).

**YOUR IDEA OF A PERFECT DAY ALONE?** Rainy day at home, fire in fireplace, good book, good music, glass of red wine, Cotswold cheese, dog at my feet.

**IF YOU WON THE LOTTERY TOMORROW, YOU WOULD:** Give my husband lifetime front-row center balcony seats to the San Francisco Opera.

**MANAGER'S PROFILE:** "Stephanie loves the challenge! Her enthusiasm to make the task, whatever it is, run more efficiently is a great asset. Stephanie is detail-oriented and knows that responsibility does not end with just finishing her own job. She is a valued partner in the success of our department and of *InfoWorld*."

*- **Michael McShane**, director of distribution/manufacturing*

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 80 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 12

March 23, 1998

INTERNATIONAL PC WORLD BRAND AWARENESS STUDY NEARS COMPLETION
PAGE 2

ON LINE: IDC ASIA/PACIFIC'S DENNIS PHILBIN OUTLINES GROWTH STRATEGIES
PAGE 3

FIND OUT HOW TO WIN A PALM PILOT PERSONAL DIGITAL ASSISTANT!
PAGE 7

# IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

## IDG Spain's *iWorld* Internet Supplement Stands Alone

IDG Spain has taken a sprout of an Internet magazine supplement and grown it into *iWorld*, a stand-alone publication.

In 1996 IDG Spain produced three "Internet Specials" that ran in its full complement of magazines. These formed the basis for *iWorld*, launched in February 1997 as a supplement to *PC World* and *Macworld* and giving those publications an Internet leg up on their competitors. On Jan. 1 of this year, *iWorld* was spun completely off on its own.

i World
Mitos en Internet
Tecnología PUSH: Canales de Explorer
TRADUCTORES: la letra escrita permanece
Medios de comunicación

Reader reaction has been very positive," said **Alvaro Ibáñez**, *iWorld* editor-in-chief. "We had more than 1,000 prepaid subscribers *before* the magazine went out, 2,000 by the 15th of January, and right now we have surpassed the 3,000 mark — a number other magazines needed years to achieve. Many small and independent publishers thought they could make a cheap magazine and sell tens of thousands on the newsstands. IDG

• CONTINUED PAGE 5 •

## IDG Publications Dominate Neal Awards (Again)

### *CIO*, *Network World* and *PC World* take home five awards

For the fourth year in a row, IDG took home more awards — five — from the American Business Press' (ABP) Jesse H. Neal Editorial Achievement Awards than any other publisher. *CIO*, *Network World* and *PC World* editors were honored at an ABP ceremony in New York earlier this month.

Known as the "Pulitzer Prize of the business press," the Neal Awards were established by the ABP in 1955 to recognize excellence in independent publications. This year, 23 winners were selected from a record-breaking 1,010 entries by a panel of seven judges chaired by Marshall Loeb, editor of the *Columbia Journalism Review*.

"I wholeheartedly congratulate our editors for their notable editorial achievements," said IDC Chairman **Pat McGovern**. "IDG's outstanding track record of editorial accomplishments is testimony to its loyal readership of more than 90 million people worldwide. IDG will continue on its mission of being the world leader in providing information services on information technology to increase the quality of life for people everywhere."

The following IDG publications and their editors and designers won 1998 Neal Awards and Merit Certificates.

**NEAL ACHIEVEMENT AWARDS**

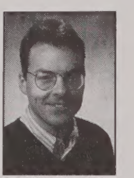
- *CIO's WebMaster* — Best How-To Article or Subject-Related Series of How-To Articles for "Face Facts," February 1997. **Carol Hildebrand**, senior editor; **Art Jahnke**, senior editor; **Lisa Munroe**, art director; **Carol Zarrow**, editorial researcher.

HILDEBRAND

- *Network World* — Best Single Issue of a Newspaper/Tabloid for "The Power Issue," Dec. 30, 1996/Jan. 5, 1997. Entire *Network World* editorial staff.

- *PC World* — Best Subject-Related Series for "One-Stop Guide to Today's Internet," August 1997. **Brad Grimes**, senior associate editor; **Scott Spanbauer**, senior associate editor; **Harry McCracken**, senior writer; **JoAnne Robb**, associate editor; **Angela Freeman**, staff editor, **Robert Kanes**,

GRIMES


SPANBAUER

• CONTINUED PAGE 5 •

# *PCW* Brand Awareness Survey Nears Completion

The *PC World* product line's first international brand awareness survey is a step nearer to completion. CD-ROMs or disks containing reader surveys were included on *PCW* magazine covers in Germany, Australia and Spain earlier this year, and sister publications in France, the Netherlands and the U.K. are in the midst of preparing their surveys. Several of the countries are also using Web versions of the survey.

The goal of the survey is to give clients — and IDG business units worldwide —more detailed information than ever about who *PCW* readers are and what they think about information technology products. With more IT companies looking to sell products regionally and globally, a multi-country brand analysis will be an important tool for clients and will reinforce IDG's international strength. No publishing competitor has anything on a similar scale.

"Understanding the demographics and brand associations of our publication readership is a vital part of our arsenal," said **Jeff Meers**, president of IDG Marketing Services/Europe, Middle East and Africa. "Advertisers and their agencies consistently request information to support their media buying plans. The BA98 takes the next step along this process from our traditional subscriber studies as it provides a deeper understanding of the way our readers make and plan IT purchasing decision-making."

The Brand Awareness Survey is a joint effort among IDG Magazine Verlag in Germany, IMS and the PCW Global Product Support Center. IDG Magazine's *PC Welt* developed its own brand awareness survey in 1994, and that initiative has become the authoritative study of the German IT marketplace. The survey has been refined each year, and now IDG business units will be able to benefit from the Germans' expertise.

**Jörg Dahmen von Buchholtz-Darburger**, *PC Welt*'s market research manager, is coordinating the international survey. While the survey's layout will be standardized, participating *PCW*s can customize some of the questions to target local IT brands.

"A centralized methodology is of great importance, because the evaluation and results of all participating countries will be 100% comparable," Buchholtz-Darburger explained. "Centralized evaluation [which will be done by an outside firm] also provides for significant time and cost savings."

After all the questionnaires are submitted to *PC Welt* in late April, Buchholtz-Darburger will oversee the translation, data management, analysis and results distribution. Preliminary results will be presented in May at the PCW Global Product Line Meeting in Lisbon. A session is planned to discuss how to improve the project and encourage more business units to participate.

Final survey results will be ready for participating business units in June, and an English-only CD-ROM with all data will be available for those units in July. There is a possibility that an executive summary may be sent to other PCW publications worldwide to interest them in participating in the 1999 survey. Partial results of BA98 will also be available publicly at <http://www.brandawareness.de>. Selected results from *PC Welt*'s 1997 brand awareness survey are currently posted there.

### Increased participation essential

Over the next few years, BA98 organizers would like to see the survey include every country with a *PC World* title, since customers are clamoring for worldwide data. "In short, the Brand Awareness project is more than a pure market research study — it's a way for customers to optimize their marketing plans," Buchholtz-Darburger said. "The whole Brand Awareness concept is much more than only the sum of many separate country studies."

*For more information on this year's survey or on how to participate in BA99, contact* ***Richard Buckley****, strategic planning director at IMS/EMEA, at richard_buckley@idg.com.*

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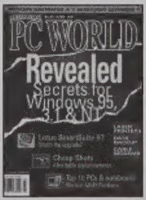
## CASE STUDY: HOW AUSTRALIAN PC WORLD ORGANIZED ITS SURVEY

***One of the keys to a successful readership study is maximizing the response rate, and offering readers prize incentives goes a long way toward helping the cause. In the case study below, Robert Thirlwell, publisher of Australian PC World, shares his magazine's experience with the 1998 PC World Brand Awareness International survey.***

**The February 1998 CD-ROM is the first *PC World*-branded CD-ROM we have done in Australia. It contains the brand awareness survey, three Internet access kits, Web browsers, shareware, games and some demo programs. Sixty-thousand discs were duplicated, attached to the *PC World* covers and sent to newsstands and subscribers.**

**In the first week out, we had 640 survey answer files to send to Germany for processing. We had a similar response in the second week, and now, five weeks out, we've sent 1,600 answer files.**



**The CD-ROM was supported by sponsors and a double page ad inside *PC World*. For the major prize Dell supplied a high-end PC system and ISP Telstra Big Pond supplied 20 hours free Internet access. The major prize is worth $5,199. The magazine cover contained the words: "Load the CD-ROM for a chance to win a $5,199 PC."**

**Supplementary prizes included free Internet access for 12 hours from Connect.com (10 prizes), a 15-in. monitor from Shamtek, a Hayes modem, a remote keyboard from Acer, a sound card and a graphics card.**

**All readers who answer part one of the survey have a chance to win a**

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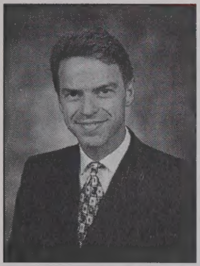
## ON LINE



**DENNIS PHILBIN**

*The vice president/ managing director of IDC Asia/ Pacific is this week's columnist. Part 1 appeared March 16.*

**Q How visible are IDC's competitors in Asia and how does IDC stack up?**

A Their are two types of competitors we face: international market research firms and regional or local firms. Among the international firms, Gartner/Dataquest are the most prominent, but some smaller firms have been making slow entry into the market (e.g. Meta, Forester, Del'Oro). The regional firms tend to be "boutique" companies or associations of companies that we occasionally compete against (e.g., New Century Group or China Research Corporation). IDC is the market leader in terms of product offerings and sales revenue in the region. We compete heavily with Dataquest for sales back into the U.S. headquarters.

**What are your strategies for strengthening IDC's presence in the Asian region?**

In rapidly growing markets, vendors have an acute need for timely tactical information. We built the regional business on providing excellent value for a few very large customers. Thus, our PC quarterly tracker was an ideal product for the rapidly growing Asian marketplace. The cornerstone of our business was these quarterly information for PCs, servers, printers, and LAN technologies. We have since broadened our product offerings to include less frequent data updates and more strategic information. Much of our growth will come in offering a greater variety of strategic services to a broader set of clients. We more than doubled our customer base in FY97 and are looking to do the same in FY98.

We also plan to expand our custom research and consulting. We have the best analyst infrastructure of any international firm, which allows us to provide very rapid turn around on complex custom research assignments. This portion of our business will grow at the same rate as the syndicated products business.

**Do you collaborate on any projects with any IDG publishing offices?**

The collaboration has been limited, but that is changing rather rapidly. IDC now routinely presents at IDG events. Through IMS we've been increasing the interaction. Our most interesting collaboration this year has been on a project that studied the lead users of intranets in the Association of Southeast Asian Nations (ASEAN). The project is a regional marketing partnership in which IDC and IDG join forces to provide research on a topic of special interest to a vendor. The results are custom published as a white paper by IDC, which the vendor advertises in IDG publications. The final part of the partnership is a series of roadshows to further communicate the results. Using this approach we are able to leverage the full value of IDG as a research, publications and event company in the region.

### IDC ASIA/PACIFIC AT-A-GLANCE

- **OVERVIEW:** IDC Asia/Pacific as a unit comprises both directly owned and operated IDC units as well as IDC agencies. While IDC Asia/ Pacific does report the market results for IDC Australia/New Zealand and Japan for some customers, Australia and Japan are separate business units.

The Asia/Pacific subsidiary companies and their years of establishment are:

Hong Kong – 1989
China — 1990
Singapore – 1996
Malaysia – 1996
Korea —1997

The agency companies are in India, Taiwan, Thailand and the Philippines.

- **NUMBER OF EMPLOYEES:** 61

- **RESEARCH SCOPE:** The broad spectrum of IT products and services, including PCs, workstations, servers, LAN products, remote access products, Internet, professional services, channels research, end-user research and storage. Consulting and custom research are also part of the mix.

- **MOST RECENT ACCOMPLISHMENT:** In FY97, IDC Asia/Pacific had the greatest profit turnaround in IDC.

### IDG WORLD UPDATE NEEDS YOUR IDEAS!

*Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:*

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*Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.*

# Second Annual Webby Awards Honor Innovation, Creativity

Amidst leopard-skin draperies and under giant video-projection screens, more than 2,000 celebrities and netizens turned out for the second annual Webby Awards™ at San Francisco's Palace of Fine Arts Theatre earlier this month.

The awards, created by *The Web* magazine, honor the most creative, innovative and valuable sites on the Internet and the creative and technical teams behind them. Webbys were presented in 19 categories, from Education to Music and Money to Weird.

"The purpose of The Webby Awards is to put the spotlight on those Web sites that deserve people's attention," said Tiffany Shlain, producer and creative director of the awards. "We're extremely proud to play a role in both celebrating innovative Web sites and encouraging creativity on the Internet. Just like the Internet itself, The Webbies are only going to get biggger and better."

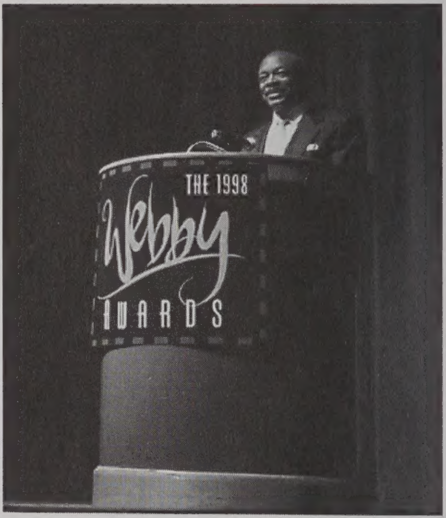
### Thousands of entries

In order for a site to be eligible, it must have been reviewed in *The Web* magazine or its Web site, <www.webmagazine.com>, during the 1997 calendar year. The magazine's editors waded through the thousands of possible entries preselected the five top sites in each category.

A panel of 95 judges then selected the winning sites. This year's judges included Chicago Bulls forward Dennis Rodman, former California Governor Jerry Brown, *Dilbert* creator Scott Adams, film director Kevin Smith (*Chasing Amy*, *Clerks*), musician Thomas Dolby.

Representing IDG were *The Internet Industry Standard*'s President and Publisher **John Battelle** and its VP of Sales and Marketing **Cheryl Lucanegro**, IDG Books CEO **John Kilcullen**, Web Publishing President **Michael McCarthy** and IDG.net Publisher **Laurie Morgan**.

**NETIZENS OF ALL VARIETIES PARADE** *their finest attire for the awards ceremony.*



**SAN FRANCISCO MAYOR WILLIE BROWN** *welcomes attendees.*

Winners ranged from the tiny one-woman site ENTROPY8 <www.entropy8.com> (Best Art Web site) to Web powerhouses such as CBS SportsLine <www.sportsline.com> (Best Sports Web Site).

### The people have spoken

People's Voice Awards, which were decided by 100,000 online voters who registered at the Webby Awards site, were also presented during the ceremony.

Three sites won both a Webby and a People's Voice Award — Best Weird Site, Best Political/Law Site and Best Film Site. For a complete list of the winners go to <www.webbyawards.com>.

The evening kicked off with a welcome speech by San Francisco Mayor Willie Brown and was presided over by software manager-turned-comedian Chris McGuire, who held winners to acceptance speeches of "five words or a 17-syllable haiku."

Last year's ceremony was covered by MSNBC, clnet, The Discovery Channel, PBS, *The New York Times*, *The Boston Globe* and *The Washington Post.* It garned similar press coverage this year and was also broadcast to the online community live — and in 3D (free 3D glasses custom-made for the Webcast were all snapped up two weeks before the ceremony). 💻

## WEB SITES AND INFLUENTIAL JOURNALISTS WANTED

**Staff at IDG's U.S. publications can submit nominations for the following:**

**1) THE BUSINESS MARKETING TOP 200 WEB SITES**

***Business Marketing* is collecting nominees for this list, which will run in the magazine's August issue. The 1997 list is at <www.netb2b.com>. For details, contact Karen Egolf at kegolf@crain.com.**

**2) *MC* MAGAZINE'S INFLUENTIAL JOURNALISTS LIST**

***MC*'s Media Issue in June will contain the annual ranking of those journalists judged to be the most influential in the IT field. Criteria used to rank journalists included: years in the business, years covering high-technology, awards received, number of bylines and circulation of publication. Last year nine IDG editors were ranked in several different categories.**

**IDG public relations managers may submit one package of nominations per publication to Jeff O'Brien, editor, *MC* magazine, 50 Francisco Street, Suite 130, San Francisco, CA 94133. O'Brien's e-mail address is jeff@marketingcomputers.com.**

Volume 3, Number 3 March 23, 1998

# IDG U.S. UPDATE

PUBLISHED MONTHLY FOR IDG EMPLOYEES IN THE U.S.

## *IW*'s Editorial Leadership Institute Helps Turn Managers into Leaders

More than 20 top editorial department managers at *InfoWorld* are participating in the Editorial Leadership Institute (ELI), a year-long training program focused on turning managers into leaders. The course was designed by *InfoWorld* HR Manager **Sara Barnes** and Editor-in-Chief **Sandy Reed** and is based in part on a course Barnes teaches to M.B.A. students at the University of San Francisco's McLaren School of Business, where she is an adjunct professor.

Starting in January, the group — all of whom either report to Reed or report to people who report to Reed — began meeting for three-and-a-half hours once a month. The curriculum combines guest speakers with experiential exercises and team projects, and homework is assigned.

> *"We're learning with the very same people that we will be leading with."*
>
> **Ross Owens**

### Year-long projects

The participants were grouped into four cross-departmental teams. Each team chose a leadership topic to study and present to the group as a whole and is responsible for planning and implementing a year-long project that will affect the company's culture. Projects include Putting Together a Process to Develop New Products; Making Remote Offices Less Remote; Making Meetings Work; and Dealing with Issues that Impact Motivating Individuals, Teams and *InfoWorld* as a Whole.

As part of the course, participants will write a mid-year paper about what they have learned about leadership and a year-end paper on what they have learned as part of an interdisciplinary team.

At the February ELI seminar, participants heard **Tom Mathews**, IDG vice president for Human Resources, talk about IDG and *InfoWorld*'s corporate values, mission and goals. Mathews also handled some tough questions from the group regarding career opportunities, growing new businesses and making plan.

Future ELI seminars will focus on strategic planning, budgeting, team building and diversity. Other scheduled speakers include **Stephen Moylan**, president and CEO of *InfoWorld*, and Paul Tiffany, Haas Business School professor at the University of California, Berkeley.

### Program grew out of IDG Institute

Reed started the process that led to ELI after attending the IDG Institute in October 1997. "After hearing Professor Tiffany's presentation on strategic planning at the IDG Institute, I wanted to find a way to share what I was learning with other *InfoWorld* editors," Reed said. "So I went back and consulted with Sara Barnes because of her expertise in leadership development."

"It's great to work with a leader like Sandy who sees the value of training and

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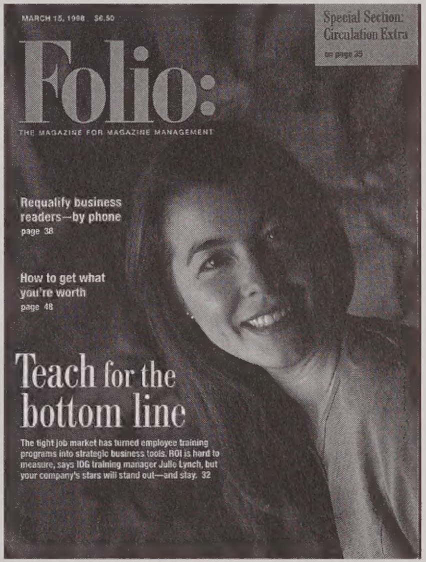
## IDG Training Manager Julie Lynch Graces *Folio* Cover


MARCH 15, 1998 $6.50
Folio:
THE MAGAZINE FOR MAGAZINE MANAGEMENT
Special Section: Circulation Extra on page 25
Requalify business readers—by phone page 38
How to get what you're worth page 48
Teach for the bottom line
The tight job market has turned employee training programs into strategic business tools. ROI is hard to measure, says IDG training manager Julie Lynch, but your company's stars will stand out—and stay. 32

**FOLIO'S MARCH ISSUE FEATURES A** *cover story on training in which IDG Training Manager* ***Julie Lynch*** *is among several IDG employees interviewed about the importance of corporate commitment to training.*

For the second time in five months an IDG employee is staring back at readers from the cover of *Folio* magazine.

Following *InfoWorld* President and CEO **Stephen Moylan**'s appearance on *Folio*'s Nov. 1, 1997, issue is IDG Training Manager **Julie Lynch**, headlining a March cover story called, "Teach for the Bottom Line."

The story focuses on IDG and its commitment to offering employees a variety of training. "The magazine wanted to feature IDG as a company that really takes training seriously and

• CONTINUED ON PAGE 3 •

# TRAVEL UPDATE

## Online Travel Booking Product Lets Travelers Make Own Reservations

As many of you know, in December of last year, IDG Corporate Travel began beta testing the functionality and performance of Microsoft and American Express' joint interactive online travel booking product, AXI, which allows business travelers to make airline, hotel and car reservations 24 hours a day, 7 days a week from their PCs or laptops. The program has had tremendous success and is being implemented on both the East and West Coast. Should you be interested in using this online travel booking product, please contact **Paul Carlin** at 508-820-8645 or by e-mail at: paul_carlin@idg.com for more information or to have a user ID assigned.

## Briefcases, Laptops Count as Carry-on Baggage on Most Delta Flights

Effective April 15th, Delta Arlines will classify laptops and briefcases as carry-on baggage on most flights, along with duty-free purchases, exempting only such items as purses for men and women, food for on-board consumption and what Delta refers to as "assistive devices" including crutches, canes and respirators. With each traveler limited to two carry-on items, counting the above items may force many travelers to check their other bags and packages.

Currently, Delta's new policy for onboard baggage will not apply to Delta Shuttle flights.

## Travel Office Offers E-mail Boxes for Reservation Requests

In an effort to offer increased service, travel reservation and information requests may be forwarded by e-mail to the following:

- San Francisco Travel Office: amex@publish.com
- Framingham Travel Office: IDGTRAVEL@idg.com
- On-Site Coordinator for Framingham Travel office: suzette_aruda@idg.com

## Delta Beefs Up Service to Latin America

Delta is adding nonstop service from Atlanta to five more Latin American destinations beginning in April:

Guatemala City, Guatemala
San Jose, Costa Rica
Panama City, Panama
San Salvador, El Savador
Caracas, Venezuela

To promote the new route structure, Delta is running a promotion whereby a traveler purchases a ticket and flys to any of the above cities before July 1 and receives 5,000 bonus SkyMiles each way for an economy ticket and 10,000 miles each way for a business class ticket.

Beginning July 1, Delta will add nonstop service from Atlanta to Lima, Peru as well.

## Did You Know...

- **United will be the first airline** to equip its planes with cabin air filters that are designed to bring air quality up to the same standard used in hospital organ-transplant and burn-treatment rooms.

* * *

- **United awards a 25% mileage bonus** to all mileage plus premier travelers on paid flights on United and United code share flights operated by Lufthansa.

* * *

The government of Chile will charge U.S. citizens an administrative fee of $45.00 U.S. dollars upon arrival in Chile, at any port of entry. The fee is one time for the duration of an individual's passport.

IDG Corporate Travel Manager **Lyndsey Pomella** contributes this column. She may be reached at: lyndsey_pomella@idg.com.

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**INFOWORLD'S ELI**

*continued from page 1*

experiential learning," Barnes said. "I've also been impressed with how much our editorial managers are putting into the process. It's an exciting learning experience for us all. Steve Moylan has said he would like to roll it out to other parts of IDG."

"Unlike similar courses in leadership theory, ELI has a tremendous practical side to it as well," said participant and Associate Managing Editor **Ross Owens**. "We're learning with the very same people that we will be leading with."

For more information, please contact Sara Barnes at 650-525-3464 or e-mail: sara_barnes@infoworld.com or Sandy Reed at 650-312-0520 or e-mail sandy_reed@infoworld.com.

# Training to Go Library Offers Wide Selection of Audio, Video, Computer-based Training Resources

Training to Go is a library of professional development resources designed to fit your schedule. Originally called the A/V (Audio Video) Library, the training staff has breathed new life into this rich resource and developed a quick and easy way for all IDG employees to access training on a wide range of topics including management, professional and personal development.

The library is maintained by IDG's Training Department and contains audio and videotapes, books and computer-based training programs on CD.

Training to Go is available as a Lotus Notes database and is accessible through IDG Central. With the new online Training to Go library you can:

- View library titles.
- Search using keywords.
- See if an item is available.
- Request an item.
- Submit an evaluation of an item.
- View other evaluations of an item.
- Submit a query to find out more about an item.
- Submit a suggestion regarding the library.

In addition, you may register for a chance to win a Training to Go prize just by submitting an evaluation of one of the Training to Go resources.

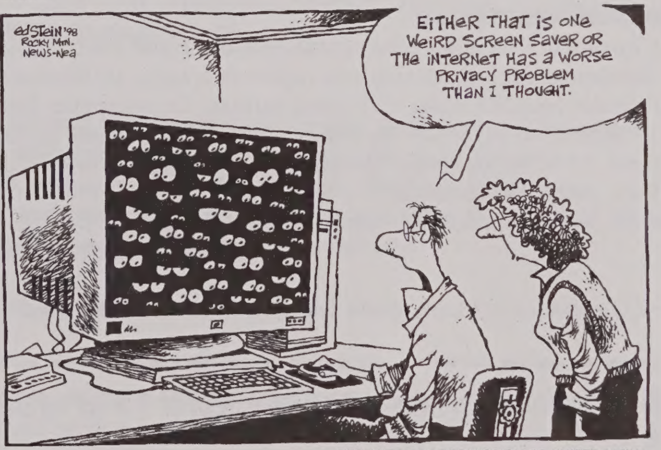
Training to Go is located on the Human Resources section of IDG Central <http://idgcentral.com> or on Lotus Notes. If you have any questions, you may contact **Mary Rebecchi** at 508-935-4504 or e-mail: mary_rebecchi@idg.com.

# Winner Named in IDG HR's Sales Resume Contest

BRAITHWAITE

Federal Computer Week Classified Sales Manager **Arlene Braithwaite** is the lucky winner of $500 worth of American Express Gift certificates in a contest sponsored by IDG Human Resources in Framingham, Mass. (See U.S. Update, Jan. 19.) Her name was selected in a random drawing of all employees who forwarded the resumes of sales professionals to HR during the months of January and February. "The goal of this project was to help us establish a database of qualified ad sales professionals for use by our business units across the country," said IDG Recruiter **Anne Schneider**. "This contest helped us get the project off to a good start."

ED STEIN


edStein '98
Rocky Mtn. News-Nea
EiTHER THAT iS ONE WEiRD SCREEN SAVER OR THE iNTERNET HAS A WORSE PRiVACY PROBLEM THAN I THOUGHT.

REPRINTED BY PERMISSION OF UNITED MEDIA.

### LYNCH

*continued from page 1*

has some substantial programs going on," Lynch noted.

The article explores whether publishing companies invest in training and why, what companies are doing with regard to training, and what's available as far as publishing training goes. It's not "just about butts in chairs," said one training executive.

*Training* magazine estimates that U.S. companies with 100 or more employees budgeted $58.6 billion for training in 1997, a 5% increase over 1996 and an all-time high in the last 15 years.

In the article, Lynch specifically referred to IDG's publishing institutes as a way "[employees] say, 'Wow! Now I understand how to work with this other department.' Sales can understand why they can't just slip in an ad at the last minute, and people learn that circulation is not just about counting numbers."

Also quoted in the story are **Sara Barnes**, HR manager for *InfoWorld*, who spoke on how training dollars are being used more wisely and vigorously, and **Tom Mathews**, IDG's vice president/human resources, who mentioned the call for discipline-specific training. "Business can be fickle. Training is the first thing to go because it's intangible. We've tried to illustrate how training is supported at the corporate level and is executed at all levels of the company," Matthews said.

• FOR SALE • FOR RENT • BIRTHS • MARRIAGES • PEN PALS • HOUSE EXCHANGES • FOR SALE • FOR RENT •

HOUSE EXCHANGES

# IDG WORLD UPDATE's MARKETPLACE

BIRTHS

• PEN PALS • MARRIAGES • BIRTHS • FOR RENT • FOR SALE • HOUSE EXCHANGES • PEN PALS • MARRIAGES •

## FOR SALE

- **Armoire**. Gorgeous Southwestern/country-style entertainment armoire. Caramel-colored, very rustic. Unique form, must be seen. Lots of room with two huge doors. 1 1/2 years young. Paid $2,500 (have Macy's receipt). Asking $1,500. *Must sell*; moving to Europe.

  - Stephanie Legelis, CIO, 508-785-0073

- **Kitchen set**. Two years young. Beautiful 40" round glass/wrought iron/wicker table with five chairs. The iron is a greyish kelly green. Chairs are wrought iron/wicker with upholstered cushions in muted kelly green/camel/red and black. Paid $1,400 at Macy's, asking $850 or best offer. *Must sell*; moving to Europe.

  - Stephanie Legelis, CIO, 508-785-0073

## RENTAL PROPERTIES

- Two-bedroom apartment in 100-year-old Hyde Park, Mass., farmhouse. Perfect for single occupant or couple. $800/month, includes heat and water. Off-street parking. On commuter line, 10 minutes to Back Bay Station or South Station. Three blocks from YMCA, municipal building, library, downtown Hyde Park. Available March 27.

  - Isabelle Kane, Computerworld, 508-271-7117
  isabelle_kane@cw.com

- Quintessential Maine-coast vacation home for rent. Charming, comfortably furnished home on the ocean about one half-hour north of Kennebunkport. Wonderful, panoramic views from most rooms, mile-long sandy beach close by. First floor has living room with fireplace, large, glassed/screen porch, kitchen, dining room, and bath. Second floor has master bedroom with drop-dead ocean views and deck, plus two more bedrooms and bath. Limited to six people. Available beginning June 1.

  Contact Melville Realty at 207-284-5350 or e-mail
  Cathy Baskin at: cathy_baskin@pcworld.com

## MARRIAGES

**Heidi Creighton** (IDG's director of public relations) and George Martin Hynes III were married March 16 in Woodstock, Vt. Heidi Hynes is the name she will use professionally.

## BIRTHS

- **Carolyn April** of *InfoWorld*'s Boston bureau and David Straka are the proud parents of Olivia Ann Straka, born March 9.

### IT PAYS TO ADVERTISE

**Marketplace works! Last month an IDC employee ran a classified ad in *The Boston Globe* to no avail. Two days after placing the same ad in *IDG World Update*, she made the sale. Use the coupon below!**

***Send your ads in by April 14 in order for them to appear in the April 20 issue.***

Please include the following in the next edition of Marketplace:

(Circle one) For Sale For Rent Wanted to Buy Marriage Birth

______________________________

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______________________________

Your name: ______________________

Business unit: ____________ Tel: ________

Send information to be posted in the online Marketplace to *IDG World Update* at fax: 617-423-0712 or via e-mail at: world_update@idg.com

IDG
INTERNATIONAL DATA GROUP

# *Job Opportunities - March 23, 1998*

**Copy Editor (CIO)**
CIO is seeking a talented Copy Editor to join its editorial staff. As Copy Editor your responsibilities will include: editing copy for style, clarity and correctness; proofreading materials at various stages of production; working with copy chief and art department to coordinate copy traffic and writing occasional short items. Ideal candidates will posses two years of copy-editing experience, preferably at a magazine; the ability to handle multiple tasks at once and excellent prioritization skills. Efficiency and attention to detail a must. Familiarity with business and technology issues is a plus, as are experience with Macintosh Word, Quark, e-mail and online technologies. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Circulation Assistant/Database Administrator (CIO)**
The individual in this position is responsible for a variety of administrative tasks for the entire circulation department such as research/maintenance of CIO's fortune database, customer service database, and list rental mail tracking system. Responsibilities will also include maintaining magazine inventory, customer claim processing, sample issue fulfillment, letter generation/mailing and general administrative support as required. The ideal candidate must possess excellent phone skills, general office skills, and be able to work independently with limited supervision. Must have solid Macintosh skills; working knowledge of FileMaker Pro, Microsoft Word and Excel required. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Staff Writer (CIO)**
This individual will report and write feature articles and other shorter pieces. Responsibilities include generating story ideas in an entrepreneurial idea-development process, and nurturing relationships with readers, sources, and vendor company representatives. Must possess the ability to work in a collaborative environment. Two to three years experience preferred. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Circulation Coordinator (CW)**
The Circulation Coordinator is responsible for direct mail support, responding to requests from the sales force, and serving as the liaison for all list rental activities as well as a variety of administrative tasks for the entire circulation department. Other responsibilities will include managing departmental attendance records, sorting mail, maintaining and coordinating budgets, processing invoices/expenses, updating competitive circulation reports and assisting in presentation support and development. Strong computer and customer service skills, as well as the ability to take initiative and work in a team, are essential.
*Location: Framingham, MA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Assistant Sections Editor (CW)**
The assistant sections editor is responsible for assisting the sections editor and news editors in the day-to-day management of both the weekly news and section cycle and a staff of reporters in Framingham and several bureaus around the country. It is a management position that includes direct supervision of writers. Please see the on-line version for complete description.
*Location: Framingham, MA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**District Sales Manager (CW)**
Computerworld has an opportunity for an experienced, creative, and highly motivated sales individual to sell multiple Computerworld products to major accounts and agencies on the West Coast. Candidates should possess a minimum of 5 years advertising sales experience and a strong knowledge of our customer's business. Candidate should be a polished presenter and technologically savvy.
*Location: Burlingame, CA*
Contact: T. Lehane, Fax: 415-347-6371, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

**Regional Manager, Recruitment Advertising (CW)**
The selected candidate will be responsible for the successful prospecting, presentation and sale of recruitment advertising space to corporate/government clients and advertising agencies in a given geographic territory. Candidates will have the ability to work with a highly interactive team process to achieve maximum results. The ability to manage the process of outside selling, including trade shows and conferences, face to face sales work and the necessary administrative detail necessary. A desire to understand both the IS and HR roles in business and a keen interest in serving those roles through our products and services is critical for this position.
*Location: Irvine, CA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Sales Assistant, Recruitment Advertising (CW)**
Computerworld Careers has an immediate opening for a Sales Assistant in our fast-paced sales group. We are seeking a highly organized, detail-oriented individual with excellent computer skills. The ideal candidate will have 1+ year of administrative experience and the ability to support multiple sales territories. The primary focus of all our sales efforts are performed in Lotus Notes. Strong attention to detail and excellent communication/telephone skills is a necessity. Ability to function well in a deadline oriented department is an absolute must. College degree preferred. *Location: Framingham, MA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Senior Publishing Software Engineer (IDC)**
IDC's Publishing Services and Technology group is looking for a Senior Publishing Software Engineer. The role of this position will be to develop, implement, and support IDC's worldwide publishing systems and process automation. Responsibilities include defining business/system requirements, project management, system design, vendor application software evaluation and purchase, systems customization, integration and development, user training and support, and systems support. The successful candidate will be an experienced, well-rounded software engineer with demonstrated systems development and project management skills in a publishing environment. *Location: Framingham, MA*
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: anne_schneider@idg.com

**Group Marketing Manager, Personal Systems (IDC)**
IDC's Personal Systems Group is seeking a Group Marketing Manager. The ideal candidate for this position will be a dynamic and aggressive professional with 3-5 years of diverse experience including product and direct marketing as well as marketing communications experience. Responsibilities include working with a team of high-profile market analysts, press relations, product positioning, translating technical ideas into compelling marketing messages, developing targeted prospect lists, writing direct mail and marketing campaigns, and event management. Strong promotional writing, communication, and desktop publishing skills required with a working knowledge of Filemaker Pro, Quark Express, and Delta Graph. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

**Associate Research Analyst, Smart Handheld Devices (IDC)**
The Smart Handheld Device program is seeking an Associate Analyst to join the team. This person will be responsible for the publication of the bi-weekly Smart Handheld Devices newsletter, reporting on various handheld products (PDAs, organizers, Windows CE devices, etc), gathering quarterly vendor shipment data, interacting with clients during briefings, assisting with client inquiries, and coordinating specific spreadsheet work related to preparing the team for forecast assignments. Strong written, organizational, and customer service skills are required. The successful candidate will have a "can-do" attitude, be excited by the PC and handheld device markets, and look forward to covering one of the hottest technology markets today. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

**Client Services Representative, West Coast (IDC)**
The Client Service Representative will be responsible for addressing customer service needs and collaborating with Sales Reps to acquire and maintain customer accounts. The ideal candidate has strong organizational skills and the ability to handle multiple projects and tasks. Knowledge of Microsoft Office/Windows 95 required, Lotus Notes experience desirable. 1-5 years experience in a sales support or customer service environment. *Location: Mt. View, CA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

**Accounting Assistant (IDG)**
This position is responsible for the reconciliation of monthly bank statements, accounts payable vendor set-up and special projects as assigned. The successful candidate will have excellent spreadsheet skills (prefer MS Excel), work well with numbers, and have completed basic accounting courses. Requires 2 years experience working in an accounting department. Associate degree with concentration in accounting highly desired. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Human Resources Representative (IDG)**
Full range of HR responsibilities including employee relations, recruiting, hiring, and benefits for multiple business units. Ideal candidate will have 5+ years experience as HR Generalist; excellent written and verbal communication skills; working knowledge of MS Office; and detail-oriented, multi-tasking ability. College degree preferred. *Location: San Francisco, CA or multiple sites*
Contact: S. Ginenthal, Fax: 415-442-0766, Phone: 415-978-3203, Email: shelly_ginenthal@macworld.com

**Administrative Assistant (IDG Corporate Travel)**
The individual in this position will provide administrative assistance to the Corporate Travel Manager. Responsibilities include: phone coverage, scheduling appointments, filing, preparation of in-house and off-site meetings, billing reconciliation, and special projects as needed. The individual will also act as the corporate card liaison responsible for card ordering and terminating. Must be a self-starter able to work independently and have strong project management skills. The candidate must also possess the ability to multi-task and work in a fast-paced/high pressure environment. Strong PC, MS Office, MS Access, and Lotus Notes experience and at least 2-4 years of experience preferred. *Location: Framingham, MA*
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

**Event Marketing Assistant (IDG/B)**
You will be an important team member working to assist, coordinate and problem solve all aspects of event marketing from trade shows to sales conferences to corporate events. This position requires excellent communication skills, a high level of accuracy, research skills, excellent time management skills as well as a "can do" attitude while juggling multiple projects simultaneously. This resourceful individual will need a lot of energy to maintain attendance lists, record budgets, track invoices, complete applications, coordinate events with internal management and route materials. Must also have solid computer experience, database programs a plus. At least one year office experience required. *Location: Foster City, CA*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

**Senior Network Engineer (IDG/B)**
As Senior Network Engineer, you will be responsible for providing planning expertise, implementation, and operational support for all major network systems throughout the enterprise which includes WAN & LAN operations in five states including Indiana. Specific responsibilities include leadership in design, planning, implementation, documentation, and support of: Cisco routers, TCP/IP addressing schemes, WAN management/support, remote access systems, internet access systems, security systems for all network access points. BS/BA degree or equivalent work experience, 5+ years' experience in network design, implementation, diagnostics, troubleshooting and support. Position requires hands-on contact with end-users and requires excellent interpersonal and communication skills with a strong commitment to customer satisfaction. Preferred experience includes support of a multi-location environment with: Frame-relay, internet firewall, switched Ethernet, MS-WindowsNT Server, Windows95, Apple desktop systems. Familiarity with BRI, DHCP, EIGRP, IEEE 802.1, OSI, PNNI, PRI, PPTP, RADIUS, RMON, SMTP, SNMP TCP/IP, VLAN, ATM, LANE, Sniffer, UNIX, RADIUS, Cisco PIX, Bay Networks' System5000 a plus. *Location: Indianapolis, IN*
Contact: S. Hopson, Fax: 317-596-5240, Phone: 317-596-5222, Email: shopson@idgbooks.com

**Administrative Assistant, Impact Marketing (IFW)**
This position will support the Director of Impact Marketing. Responsibilities will include sales support, coordination and distribution of Impact Marketing sales materials to the IFW sales team, and tracking Impact Marketing projects and revenues. Will work as the liaison with IFW's Production and Finance Departments. Must be flexible and able to multi-task. 1-2 years of administrative experience required. Excel, Word, and PowerPoint experience required. *Location: Framingham, MA*
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

**Electric Sales Champion (IFW)**
This position will report directly to the General Manager for IFW Electric. Responsibilities will include sales training and leadership of the IFW sales team. Liaison with IDG GWAN group for IDG on-line sales. Direct customer contact with IFW customers and key on-line ad agencies. Experience with on-line ad sales necessary. 3+ years of sales experience required. *Location: Open*
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

**Sales Representative (IFW)**
InfoWorld is seeking a Sales Representative for the recruitment advertising division. You will prospect, sell, and maintain recruitment advertising for our publication. Requires 2-3 years of telephone and/or outside sales experience, preferably in recruitment advertising, and excellent customer service and communication skills. Knowledge of Windows 95, Lotus Notes, and Desktop Publishing preferred. BA/BS in marketing, business, or equivalent, knowledge of the computer/high-tech industry, and internet experience highly desired. *Location: Flexible*
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

**Manager of Network Services and Architecture (IFW)**
InfoWorld is looking for a Manager of Network Services and Architecture to provide the foundation for all of our technology. In this role, you develop the master plan for our network and communications infrastructures, oversee their installation, and manage the operations staff. We are a mixed environment focused on the Wintel platform, Lotus Notes, and Novell, but also have NT servers and Macintosh clients. We are in the midst of a network redesign and are committed to provide a strong, stable infrastructure to support our world-class editorial, sales, and support teams. This hands-on position reports to the IS Director and manages a staff of two. Key requirements are a minimum of five years in a complex network environment, at least three in supervisory positions; experience with Novell and NT is essential. *Location: San Mateo, CA*
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

**Copy Chief (IIS)**
This person will be responsible for copyediting on a tight weekly production schedule, maintaining the house style and assisting managing editor in tracking copy flow and supervising the copy desk. Must have 2-3 years copyediting experience for a weekly or daily publication. Must be detail-oriented and excel in a deadline-driven, team-oriented environment. Ideal candidate will have experience copyediting to AP style. *Location: San Francisco, CA*
Contact: M. Butts, Fax: 415-537-9022, Phone: 415-957-5240, Email: mickeyb@thestandard.net

**Copy Editor (IIS)**
This person will be responsible for copyediting on a tight weekly production schedule and assisting Copy Chief in maintaining house style. Minimum 1 year experience with AP or Chicago style. Candidate must be detail-oriented with excellent communication skills and ability to multitask; adept at learning new electronic production skills and systems; excel in deadline-driven and team-oriented environment. *Location: San Francisco, CA*
Contact: M. Butts, Fax: 415-537-9022, Phone: 415-957-5240, Email: mickeyb@thestandard.net

**Account Executive (IIS)**
This position will be responsible for inside sales for a weekly publication and will be working closely with the Regional Sales Manager in prospecting, developing, and handling B and C-level accounts. Ideal candidate will possess 3-5 years experience in media sales; must be proactive; have proven track record, excellent communication and customer service skills, and an interest in becoming an Outside Sales Rep. *Location: New York NY*
Contact: S. Ginenthal, Fax: 415-442-0766, Phone: 415-978-3203, Email: shelly_ginenthal@macworld.com

**Account Executive (IIS)**
This position will be responsible for inside sales for a weekly publication and will be working closely with the Regional Manager in prospecting, developing, and handling B and C-level accounts. Ideal candidate will possess 3-5 years experience in media sales; must be proactive; have proven track record, excellent communication and customer service skills; and an interest in becoming and Outside Sales Rep. *Location: San Francisco, CA*
Contact: S. Ginenthal, Fax: 415-442-0766, Phone: 415-978-3203, Email: shelly_ginenthal@macworld.com

**Ad Sales Associate (IIS)**
Provides administrative support to the East coast territory sales team including office coordination, client communication and customer service. Ideal candidate will have one year minimum experience in a sales environment; excellent written and verbal communication skills; ability to work in deadline-driven and team-oriented environment. Ideal candidate will be interested in a sales career.
*Location: New York NY*
Contact: S. Ginenthal, Fax: 415-442-0766, Phone: 415-978-3203, Email: shelly_ginenthal@macworld.com

**Ad Sales Associate (IIS)**
This person will provide administrative support to the West Coast territory sales team including office coordination, client communication and customer service. Ideal candidate will have one year minimum experience in a sales environment; excellent written and verbal communication skills; ability to work in a deadline-driven and team-oriented environment. Should be interested in a sales career. *Location: San Francisco, CA*
Contact: S. Ginenthal, Fax: 415-442-0766, Phone: 415-978-3203, Email: shelly_ginenthal@macworld.com

**Account Executive (NW)**
NW is looking to expand its sales team with a professional who will be responsible for establishing relationships with key growth accounts and other non-Network World advertisers. You will also work as a team member with the assigned District Sales Managers in prospecting for and servicing new accounts, predominantly by telephone, but sometimes in person (local travel) or at major trade shows. A strong comfort level in working with PC's, with a desire to learn more about networking products and the high technology marketplace are desired. Excellent written and verbal communication skills, a high degree of organization and drive are required.
*Location: Santa Clara, CA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

**Copy Editor (PCW)**
PC World seeks a detail-oriented wordsmith to edit manuscripts for style, clarity, consistency, tone, logic, and liveliness. The individual will also manage assigned articles and art elements through all stages of production to ensure on-time delivery. Ideal candidates will have 3 years of copy editing experience at a magazine; the ability to prioritize and manage multiple tasks; and excellent judgment. Familiarity with the Mac, Quark, Word, Excel, and the Web a big plus. *Location: San Francisco, CA*
Contact: K. Stein, Fax: 415-442-1891, Phone: 415-974-7362, Email: kimberly_stein@pcworld.com

**Sales Associate (Web Shopper)**
This person will provide general administrative support to the VP of Sales and Sales staff. Duties include customer service support to clients; maintaining relevant databases; coordinating mailings and other Sales Dept. activities. Ideal candidate will have 1-3 years experience in a media sales environment with excellent written and verbal communication skills; excellent customer service skills, and be detail-oriented. *Location: San Francisco, CA*
Contact: S. Ginenthal, Fax: 415-442-0766, Phone: 415-978-3203, Email: shelly_ginenthal@macworld.com

## NEAL AWARDS

*continued from page 1*

McCRACKEN

FREEMAN

ROBB

KANES

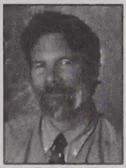
PEROT

KAMOROFF

art director; **Carolyn Perot**, senior designer; **Beth Kamoroff**, designer.

### NEAL CERTIFICATES OF MERIT

- *CIO* — Best Single Issue of a Magazine for "The Decade of the CIO," Sept. 15, 1997. Entire *CIO* editorial staff.



McCREARY

- *CIO's WebMaster* — Best Staff-Written Editorials on One or Several Subjects for "Home Page," February, March, May 1997. **Lew McCreary**, editor-in-chief and publisher; **Leigh Buchanan**, executive editor; **Anne Stuart**, senior editor; **Art Jahnke**, senior editor; **Lisa Munroe**, art director; **Cheryl Asselin**, copy chief; **Carol Zarrow**, editorial researcher.

Another IDG employee, **Allen Furst**, was one of 12 freelancers cited for contributing to the October 1997 issue of *MC* magazine, which won a Neal Award for Best Single Issue in the Classification A category (under $2 million revenue). Furst, a consultant with IDG Marketing Services, wrote a guest column, "Peoria Won't Play in Peking," citing examples of effective advertising in Asia.

## NETWORK WORLD NAMED FINALIST FOR GRAND NEAL

**In addition to earning a Jesse H. Neal Award for Best Single Issue of a Newspaper/Tabloid, *Network World* was also named one of just three finalists for the Grand Neal Award. The Grand Neal Award goes to the entry judged to be the best overall out of all Neal winners, regardless of category. *Network World* was named one of two runners-up for the Grand Neal out of 1,010 total entries.**

**"It's an incredibly prestigious accomplishment, since only three publications out of more than a thousand entries are chosen as finalists for the Grand Neal Award," said Colin Ungaro, President and CEO of Network World, Inc. "We were up against the best — the best of every category — and because of our overall excellence, we were singled out as one of the three top contenders for the Grand Neal. I'm tremendously proud of our editorial team and the way they serve our readers, the Network IS professionals who depend on *Network World* to help guide them in their strategic decisions," said Ungaro.**

**In announcing the Grand Neal, Marshall Loeb, editor of *Columbia Journalism Review* and a presenter at the March 10 ceremony at New York City's Equitable Center, stated "As hard as it was (to choose Neal recipients), it was even more difficult to choose the best of the wonderful winners. Somehow, we narrowed it down to three standards of excellence."**

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## IWORLD

*continued from page 1*

decided to wait until the market was mature, then get the loyalty of readers and advertisers by making *iWorld* a good quality supplement, then launching it as an independent magazine later. As far as advertisers, we have most of the important ones — IBM and the large Spanish Internet service providers — and they are pretty stable and loyal."

According to Ibáñez, the magazine is aimed at the average Internet user — someone who uses the Internet at home or the office buts wants to use it better. "First, we try to keep them informed on products, especially personal productivity ones, and news," he said. "Then we review interesting Web sites on different areas (such as music, arts, computing and science) and Internet products, covering both Windows and Macintosh products. There are also stories on interesting practical 'Net sites and services. Each story or section includes from 10 to 50 Web sites links."

He also said that the work IDG's *The Web* magazine did on selecting interesting Web sites "has been very valuable to us. Right now we have contributing editors for this job, searching the 'Net for new Web sites every month and writing 50 to 60 reviews about them in the same style *The Web* did."

When *iWorld* began, it was 84 pages long. It is now 100 pages long with 15 to 25 ad pages, depending on the month. According to Ibáñez, this is five times more paid ads than its competitors.

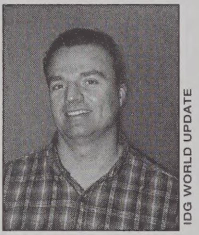
"Our most important goal is to achieve newsstand sales and ad revenue as planned, then keep growing as the market does, keeping a close eye to market changes and reacting quickly."

Ibáñez said the magazine also hosts several Spanish e-mail lists. These began as a discussion forum for Mac users, which was turned into an "Ask The Experts" column in *Macworld*. Once *iWorld* was launched, the idea was then broadened to its Web site, which is responsible for list and server maintenance.

"In less than a year, we've reached about 8,000 subscribers on six mailing lists, all hosted for free. The most popular is a read-only newsletter on news about Spanish Web sites and IPSes," Ibáñez noted. "There are two important points here: first, the 12,000 messages per day sent by the list server all include a text banner linking to our Web sites ("This list courtesy of *iWorld*/IDG at www.idg.es/iworld"); and second, the lists create virtual communities where the readers can talk among themselves and with the editors and freelancers who write the articles. All this keeps the readers loyal to our magazines."

## NOTEWORTHY

### PROMOTIONS


IDG WORLD UPDATE

SAMBROOK

IDG List Services' **Andrew Sambrook** has been promoted from manager to director of brokerage services. After launching the division offering list research and direct marketing advice three years ago, he built it into a successful division serving both IDG and emerging growth companies just starting in IT direct response. "Andrew built his business on top customer service, excellent strategy and knowing his market," said **Deb Goldstein**, president of IDG List Services. "As director, he will work to now take his business to a new level."

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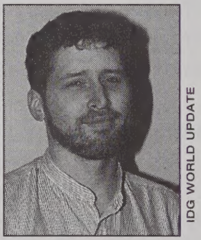

IDG WORLD UPDATE

TRAYNOR

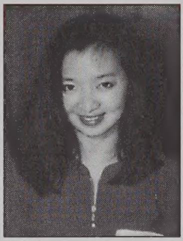
*CIO* Graphic Designer **Steve Traynor** has been promoted to senior graphic designer. "Steve quickly mastered the 'old' *CIO* look while simultaneously contributing ideas for our redesign," said **Mary Lester**, group director, art and design. "He readily contributes his technical expertise to the design group for font management, new software, extensions and Web sites."

### NEW EMPLOYEES

*InfoWorld* has hired **Mary Francis Donnelly** as northeast account manager. A dance major at Boston Conservatory of Music, she still pursues her interests in ballet, flamenco and Spanish dance.

PC Support Specialist **Gabriel Ramos** comes to *IW* from the California Department of Health Services/Tuberculosis Branch, where he was an information systems technician. He holds a B.A. in anthropology from the Unversity of California/Santa Cruz, enjoys house music and recently passed the first test for Microsoft Certified Systems Engineer.

**Cathy Lin** joins *IW* as its events/trade show manager. Her prior job was with Ziff-Davis as a marketing coordinator. She earned a business degree at Tokyo's Sophia University and a marketing degree from San Francisco State University. Not only does she ski and play volleyball but she recently went up 14,000 feet in a plane and jumped out. (The parachute opened.)


LIN

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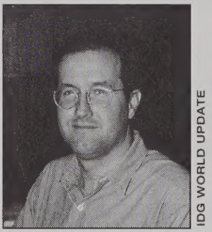
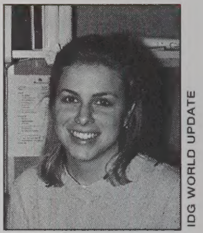
Channel Services Group in San Mateo, Calif., welcomes recent college graduate **Carly Kite** as an editorial assistant for *Solutions Integrator*. She earned double degrees in three and a half years from Syracuse University: a B.A. in English textual studies and a B.S. in magazine journalism. Now that she's not studying, she has time for skiing and sailing.


IDG WORLD UPDATE

ZYSKOWSKI

**John Zyskowski** joins the Channel Services Group in its Framingham, Mass., office as a senior editor for *Solutions Integrator*. Previously a Web site manager, John is a graduate of Boston University and enjoys spelunking and spending time with his family.


IDG WORLD UPDATE

SENGES

**Beth Senges** joins IDG's Human Resources Services Division as a human resources assistant. She was recently a contract sales planning coordinator for Cognex Corp. Beth holds a marketing B.S. from Bentley College in Waltham, Mass., and likes to swim, read, play baseball and follow the New York Yankees, certainly a closet hobby in New England.

**Timothy Gaughan** joins IDC as its director of consulting. Previously in research account management, he will now direct consulting and research projects. He holds a Ph.D. in comparative politics from Rice University in Houston, Tex., and enjoys golf and singing.

### TRANSFERS

IDG's Global Web Advertising Network welcomes two employees from *The Web*. GWAN Regional Sales Manager **Mark Crafts** was previously sales manager at *The Web* magazine. GWAN Account Manager **Bill Binan**, who reports to Crafts, served as Silicon Valley account manager at *The WEB* and before that was a national accounts analyst with IDG Marketing Services.

**CASE STUDY**

*continued from page 2*

**supplementary prize. Readers who go on to answer part two of the survey can win the major prize.**

**The double-page ad will also run in the March issue, with readers able to answer the survey using the February CD-ROM or by downloading it from our Web site. We did not produce a CD-ROM in March. The competition closes at the end of this month.**

**Sponsorship was offered to vendors with the incentive of receiving a discount on ads purchased for the February issue.**

**This enticed some companies that normally did not place ads to do so. Sponsors included ISPs Telstra Big Pond, Connect.com, OzEmail and a database demo from SIR.**

**Telstra and Dell had their logos included on the CD-ROM label because they provided the major prize. Connect.com, OzEmail and Telstra paid to have their ISP kits included on the CD. The sponsorships and additional ads helped us exceed our display advertising budget for February.**

**Although providing the survey on CD-ROM to our readers did cost extra dollars, we anticipate that extra newsstand sales will offset these costs. In the long run, the Brand Awareness Survey results will provide us with the opportunity to create a solid report to present to all major advertising clients about their branding success or failure in the Australian market.**

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**SIXTEEN YEARS**
Fernando Moran - IDG Spain

**FIFTEEN YEARS**
David Vellante - IDC
Cynthia Sparrow - IDC

**TWELVE YEARS**
Jim Brown - Network World
Michael Sullivan-Trainor - IDC

**ELEVEN YEARS**
Patricia Sims - IDG List Services
Susan Cardoza - FCW
Richard Villars - IDC
Michele Winiker - IDC
Lyndsay Brunning - IDG New Zealand

**TEN YEARS**
Peggy Watt - Network World
Michael Welsh-Carroll - PC World
Kirk Campbell - IDC
Vibeke Whitehead - IDG New Zealand

**NINE YEARS**
Robert Sawdon - CIO
Margarita Chiango - IDG

**EIGHT YEARS**
Lynda Radosevich - InfoWorld
Ellen Messmer - Network World
Maureen Roberti - Computerworld
Diane McNeil - Computerworld
Denise Haines - IDC
Grant Clothier - IDG New Zealand
Mary Porter - IDC/LINK
Andrew Ware - IDC

**SEVEN YEARS**
Chris Whelan - IDC

**SIX YEARS**
Helene Truffaut - IDG France
Nancy Hannigan - IDG List Services
Birgitte Rygaard - IDG Denmark
Judith Kokernak - Computerworld
Robert White - IDC U.K.
Elizabeth McPherson - IDC
Aleida Kolodzieksi - IDC
Martin Bell - IDG New Zealand
Antoinette May - IDC

**FIVE YEARS**
Lisa Golden - IDG List Services
Kristi Cunningham - InfoWorld
Jeffrey Senna - InfoWorld
Helen Saull - IDG Australia
Chris Yalonis - IDC
Eric Lewis - IDC
Doug Casement - IDG New Zealand

**FOUR YEARS**
Susan Ciullo - IDG
Kevin Fogarty - Computerworld
Atsushi Machino - IDG Japan
Sue Wunderlich - FCW
Kristina Pappas - IDG Books
Garry Vlass - IDC
Sue McIntosh - IDG New Zealand

**THREE YEARS**
Peter Bochner - Computerworld
Diana Woodworth - IDG Books
Jacki McDonald - IDC
Anne Simpson - IDG New Zealand

**TWO YEARS**
Daniel Toumbas - IDG Denmark
Rev Mengle - IDG Books
Calvin Wade - IDC
Monica Pareke - IDC
Kevin Hause - IDC

**ONE YEAR**
Amanda Robles - IDG
Cara Kelley - CIO
Kalai Murgesan - PC World
Stephen Marshall - Computerworld
Jennifer Hedges - Computerworld
Frederique Jacquot - IDC Singapore
Alan Tang - IDC Singapore
Shigehiko Osa - IDG Japan
Amy Fausset - IDG Books
George Pence - IDG Books
Alan Whitten - IDC
Carl Olofson -IDC
Duk-Hwan Oh - IDC
Jody Beaulac - IDC
Melanie Posey - IDC
Matthew Moran - IDC
Christian Bousquet - IDC
James McNickel - IDG New Zealand

## Win a Palm Pilot!

If you read only one issue of *IDG World Update Online* this year, make it this issue! You just might win yourself a 3Com Palm Pilot personal digital assistant.

Anyone who logs onto IDG Central <http://idgcentral.com> between now and April 2 and reads each story in the March 23 issue of *IDG World Update Online* will be automatically entered in a random drawing to win a Palm Pilot. Please note: you must read the issue on the Web, not Notes.

Any new user requesting a login and password for the site from IDG Global Communications during this period will be entered twice! Send your request to: globalcomm@idg.com.

## IDG MARKETING SERVICES SEEKS AD SALES PROFESSIONAL

**Director of International Accounts/East**
**IDG Marketing Services**
**Framingham, MA**

**Rapid growth and the ever-increasing emphasis by IT vendors on global marketing present the opportunity for an international advertising sales position in the Framingham-based Eastern U.S. region. Given the challenge of representing the advertising sales interests of over 275 indigenous IT magazines and newspapers across 75 countries, candidates for the position must have proven ability to manage multiple priorities in an extremely time sensitive, fast-paced multi-tasking sales environment. In addition to ROP sales responsibilities, the DIA will be on the front line of reinforcing IDG as the world's largest and most successful provider of information services on information technology. Foreign language ability and successful international advertising sales experience for a multiple title publisher a definite plus. International diplomacy and excellent communication skills are a must.**

**Contact: Maria Maynard (fax: 508-935-4600, phone: 508-935-4777, email: maria_maynard@idg.com).**

## CELEBRATING 10+

# Steven Brown

**HOME:** Piedmont, Calif.

**JOINED IDG:** In 1983 as an operations director.

**CURRENT TITLE:** Facilities manager, managing the facilities department at InfoWorld.

**CAREER HIGHLIGHT:** So far, the largest project highlight would be moving InfoWorld to San Mateo from Menlo Park in under four months.

**I JOINED IDG BECAUSE:** Pat McGovern purchased the Unix market research firm Yates Ventures where I was working.

**WHAT'S KEPT YOU AT IDG?** I have stayed because of the benefits, the ESOP and an environment of success.

**INTERESTS OUTSIDE THE OFFICE:** I have done volunteer work training staff with the San Francisco Sex Information Switchboard for 23 years. I have a second career in sex education and sex therapy.

**WHAT'S THE MOST REWARDING THING YOU'VE EVER DONE?** Helping to pioneer the field of sex therapy without having to depend on it for the rent. This includes working with the International Professional Surrogates Association for 23 years.

**FIVE PEOPLE — LIVING OR DEAD — YOU'D INVITE TO A DINNER PARTY:** Tina Turner, Buddha, Aretha Franklin, Jesus and the Hawaiian volcano goddess Pele. And I would pass on having it be potluck!

**IDG CHAIRMAN PAT McGOVERN (LEFT) ESCORTS INFOWORLD'S *Steven Brown*** *to dinner at San Francisco's Ritz-Carlton in honor of his years of service to the company.*

**ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WAS ON FIRE:** Two possessions that I would grab on the way out are the cats, Ocelle and Thunderbolt, because they are part of the family.

**FAVORITE VACATION SPOT:** Amsterdam in the summer.

**IF YOU WON THE LOTTERY TOMORROW, YOU WOULD:** Open a spa resort on the Hawaiian coast.

**MANAGER'S PROFILE:** "Steven Brown plays an important role at the company. With his excellent vendor relationships and his knowledge of the facilities function, he influences many key decisions daily that affect the success of InfoWorld Media Group, Inc."

*- **Donna Vieraitis**, senior VP of administration and human resources, InfoWorld*

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 75 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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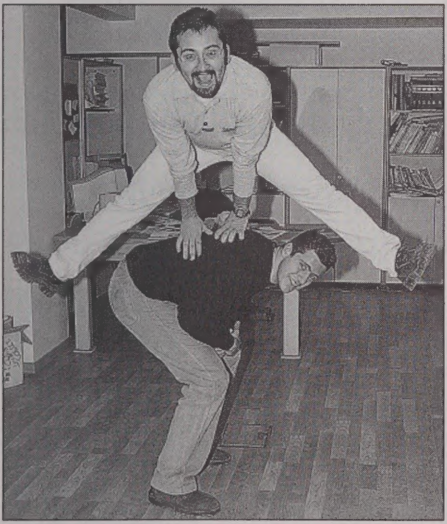
IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

# PC World Online No. 1 Web Site in Turkish Market



**"IT'S LIKE A DREAM," SAYS PCW ONLINE** *Executive Editor **Cenk Tarhan** of the 2 million page views logged by the site in February. Above, Tarhan celebrates with a little help from Webmaster **Deyvi Levitas.***

Following in the steps of its market-leading print forebear, PC World Online Turkey <http://www.pcworld.com.tr> is the single most successful Web site in Turkey. Launched in October 1996, the site last month logged in excess of 2 million page views, which translates to 12% of the country's Web traffic.

"It's like a dream," noted **Cenk**

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# IDC's Directions '98 Draws 1,800 Attendees

## Customers welcome first Web site with speaker presentations

Beginning with music from the movie *2001: A Space Odyssey*, a laser light show and a visual of the IDC logo rising above Earth, IDC's Directions '98 conference took its audience on a journey entitled "Toward 2002: A Cyberspace Odyssey." Close to 1,800 IT marketers and computer industry executives — a record number for the 33rd annual event — attended the briefings in Boston (March 3) and in San Francisco (March 19).

IDC's senior researchers analyzed the outlook for the $752 billion worldwide IT market from a variety of perspectives. There were 23 presentations in all: general sessions in the morning and then smaller sessions in the afternoon on six tracks: Internet, personal systems, systems, software, communication and services.

With "cyberspace" as the event's theme, **Frank Gens**' Internet predictions drew much attention. IDC's senior vice president for Internet research said sustained high growth in the IT industry will require aiming for one billion online users worldwide.

Among Gens' predictions:

- PCs will no longer be the dominant Internet access device. As early as 2001, non-PCs — information appliances, network computers, WebTV, gaming consoles, etc. — will represent nearly half of all Web access devices shipped in the U.S., up from 4% today, and nearly 80% of all PCs shipped in the U.S. will be priced under $1,500.

IDG WORLD UPDATE

**IDC PRESIDENT KIRK CAMPBELL (RIGHT)** *talks to an attendee at the San Francisco edition of Directions '98.*

- Bandwidth — seen as the key limit to Internet growth — will be widely available and competitively priced.
- New platforms will emerge. Intel Corp. will introduce a non-Pentium chip line, and Microsoft will unveil a non-Windows operating system.

IDC pegs the worldwide market for Web commerce at $8 billion in 1997, reaching $333 billion by 2002. The num-

• CONTINUED PAGE 7 •

# IN BRIEF

## *Computerworld Romania* Celebrates Its 100th Issue

COMPUTERWORLD
ROMANIA

**PICTURED AT LEFT ARE SOME OF THE MEMBERS OF IDG** *Romania's hard-working team (standing from left):* ***Alexandra Fracea****, desktop publishing;* ***Floarea Dumitrascu****, chief accountant assistant;* ***Mihaela Carstea*** *(current editor-in-chief of PC World, former chief editor at CW);* ***Paul Apostaol,*** *marketing assistant;* ***Marius Mihalachi****, marketing manager;* ***Mihaela Gorodcov****, IDG Romania general manager;* ***Florentin Visan****, sales manager;* ***Dragos Truscan****, hardware editor;* ***Stefanita Stanescu****, software and Internet editor;* ***Radu Crahmaliuc****, editor-in-chief, CW Romania; and* ***Gabi Dascalu****, subscribers service. Sitting (from left):* ***Anca Crahmaliuc****, editor, PCW and CW;* ***Felicia Trusca****, desktop pubishing;* ***Mariana Vantoiu****, chief accountant; and* ***Elisabeta Dinu****, desktop publishing.*

In the last week of January, IDG Romania celebrated the 100th issue of *Computerworld Romania*. When it debuted in October 1993, the publication was a 16-page black-and-white bi-monthly targeting a general IT audience.

Now 99 issues later, *Computerworld Romania* has transformed itself into the country's first and only IT business newspaper, providing a steady stream of local and worldwide IT and communications news. Each issue of the now-weekly full-color publication contains at least 20 pages, jumping to 24-48 for special issues. The publication enjoys a combined paid, controlled and newsstand circulation of 12,000 copies (5,200 paid, 1,800 controlled, remainder newsstand). The staff, which numbered eight five years ago, has grown to 20 people.

## IDG.net Unveils Web's First Multi-lingual Search Engine

In its first major initiative aimed at driving traffic to non-U.S. sites, IDG.net this month announced that its Global Search capability now offers searching in 11 languages: Danish, English, Finnish, French, German, Italian, Norwegian, Portuguese, Spanish, Swedish and Turkish. IDG.net serves as the gateway to the 210-site, 52-country IDG Online Network.

Staff at IDG.net has created icons for IDG business units to add to their sites that will link to the appropriate language version of the IDG.net search engine.

"As gateway to the only truly global network of technology Web sites, IDG.net has unparalleled resources to draw upon," said San Francisco-based **Laurie Morgan**, publisher of IDG.net. "IDG.net Global Search leverages the focused content that IDG publications create locally — with an understanding of local market needs — to create a powerful tool that's both globally comprehensive and relevant for local buying decisions."

For more information about IDG.net or to learn more about the icons available for use on individual Web sites, contact Laurie Morgan at laurie_morgan@idg.com.

## *China Internetworld* Launches in Beijing

After a trial period that began last November, *China Internetworld* officially launched in March, becoming IDG's 17th publication in China.

China is the fastest-growing IT market in the world, and demand is high for information about the Internet and networking technologies.

IDC estimates the 1997-2001 compound annual growth rate of Internet users in China to be 73%.

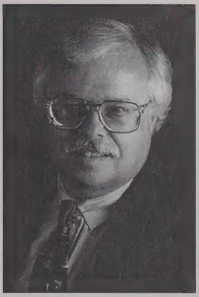
*China Internetworld*, a monthly magazine, has a circulation of 50,000. It is a joint venture between IDG and the Institute of Science and Technology Information of China (ISTIC). Two other publications are part of the fruitful IDG/ISTIC collaboration: *Electronic Design China* and *Telecom World.*

*China Internetworld* targets a wide range of Internet users, among them government officials, Web users and Internet industry executives.

The magazine provides readers with general interest news of current network technologies as they apply to the national economy and people's daily lives, in addition to industry events, electronic commerce developments, market trends and new product information.

For more information, contact Editor-in-Chief **Chen Li Ying** at editor@cim.com.cn.

## ON LINE



**JOE LEVY**

*CIO's president and CEO is this week's columnist.*

**Q What can you tell us about the new CIO Global Product Support Center that you are heading up? What services and activities will the CIO GPSC be providing for the international editions?**

A *CIO* will be working with the IDG Executive Committee to establish a formal CIO GPSC in FY99. As of today, *CIO* is published in Australia, Canada, Hungary, Korea and the U.S. Several other countries are in the planning process to create business plans for IDG's management to consider.

We intend to provide all the basic services that the other GPSCs provide around the world.

During the coming six months, I hope to attend several international managers meetings in Europe, Asia and South America to brief the attendees on the global opportunities for a *CIO*-like publication for their countries.

**What happened to *WebMaster*? Do you have any plans to relaunch the publication?**

*WebMaster*, which was losing $4 million in its first year as a stand-alone publication, with little hope of profits in the following one to two years, was transformed in October 1997 into *CIO*'s *Web Business* section. In this manner *WebMaster*'s award-winning content was saved and extended by becoming a separate monthly section of *CIO*. In this form it is very profitable and well received by both readers and advertisers.

In my opinion, *WebMaster* never went away. The editorial mission and target audience are the same. We changed the name to have greater appeal to the advertising community, and it worked. The yield for a page in *CIO Web Business* is 90% greater than *WebMaster* ever achieved, plus the number of ad pages per issue is 60% greater.

**You've described CIO as a "bridge" book between the business titles like *Business Week* and the traditional PC/IS newsweeklies like *Computerworld* and *PC Week*. Currently *CIO* has no direct competitiors. Why aren't other publications trying to invade your niche?**

We like to think there are no direct competitors to *CIO* because we are doing a great job satisfying the needs of both readers and advertisers, as evidenced by our recent Neal award wins. This is also a niche market that doesn't appeal to publishers looking for 400,000 or 500,000 potential subscribers so they can have a high circ/low CPM business model.

*CIO* for the past 10 years has always been an innovator and stayed ahead of the hockey puck. We grew from six to 12 to 18 to 21 to 23 issues per year. Our circulation grew from 25,000 to 125,000 in the same period. We created the magazine-within-a-magazine concept with our revolutionary two-section approach.

*CIO*, *CIO Web Business* and *CIO Enterprise* are performing extremely well with both readers and advertisers. For the first five months of FY98 our ad revenues are up approximately 30% vs. FY97. Adscope just reported that among our traditional competition, *CIO* was the fastest growing publication (percentage-wise) in terms of ad pages and revenues in 1997.

*CIO* is the only publication in the industry with a focus on people who succeed with information technology. All the other publications focus on the machines or the technology. That's why we're *CIO* not Computer-something or Information-something or PC-something.

***CIO* went to a bi-weekly publishing schedule last October. What's been the reaction from readers and advertisers?**

**Don't readers think it's just too much to read in a short period of time?**

*CIO*'s bi-weekly schedule is very well received by readers as shown by our editorial studies and award wins. It permits the reader to receive *CIO* in smaller bite-size pieces. Instead of one 150-page folio, they receive two 76-page folios with the editorial divided into their key topics of interest.

The advertising community loves it because it gives them a chance to be in front of the industry's most important buyers more often. The two sections permit us to double all the key positions available in the publication. We now have two tables of contents, two covers two page one's, two cover 4's etc.

Our average reader has a $33 million budget. At the recent IDG Global Summit, I led a panel of three CIOs whose combined budget was $200 million. Our conferences help bring our readers to life for our advertisers. Our concept to the ad community is simple and has never changed in 10 years, "One person with a checkbook is worth 50 people with opinions."

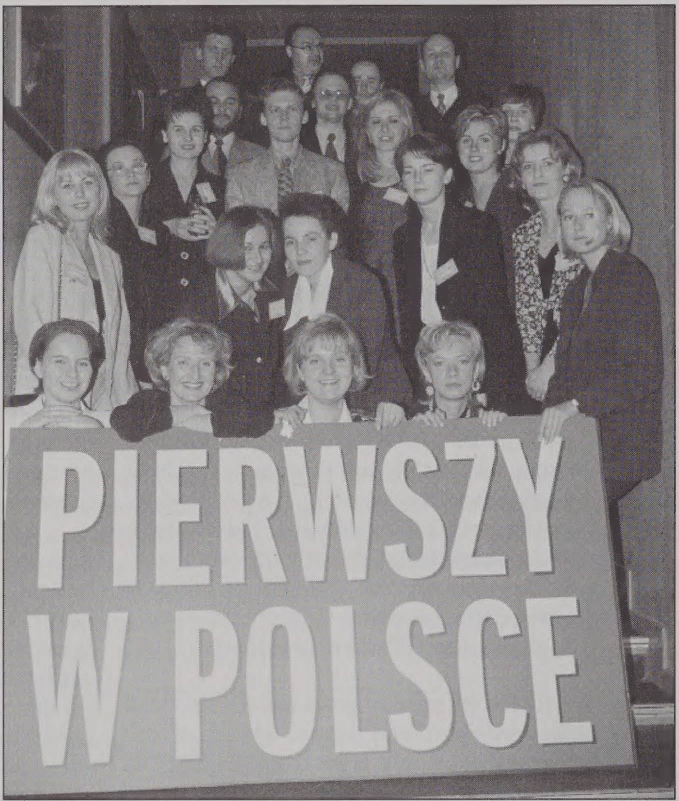
The coverflap on section two helps push pass-along to other executives within the enterprise. This helps the CIO educate the other "O's" — a very important part of every CIO's job. We also sell advertising on the back of the flap (a lesson learned from our friends at *InfoWorld*).

*Joe Levy may be reached via e-mail at jlevy@cio.com.*

**Do you have a question for the executives who regularly take turns writing the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? If so, please send them to the IDG World Update editors via fax: 617-423-0712 or e-mail: world_update@idg.com. Questions will be forwarded anonymously.**

# IDG Poland Creates First Local Program to Honor Ads

## Company involves readers in selecting most effective ads in year-long program



**NO. 1 IN POLAND! AT THE TOP (L-R):, WOJCIECH ANTOSIEWICZ,** *PC World Komputer editor;* ***Krzysztof Matey****, PC World Komputer editor-in-chief;* ***Krzysztof Daszkiewicz****, PC World Komputer editor;* ***Kazimierz Szot****, IDG Poland's general manager. Second row down: (L-R):* ***Jacek Dudzinski****, database manager;* ***Wlodzimierz Duszyk****, circulation manager. Third row down (L-R):* ***Grazyna Skibniewska*** *(with glasses), Computerworld sales manager;* ***Beata Narewska****, IDG Poland account manager;* ***Aleksander Czepelewski****, IDG Expo project manager;* ***Urszula Kornega****, PC World Komputer sales assistant;* ***Magdalena Krawczyk****, Computerworld sales assistant;* ***Krystyna Nowakowska****, PC World Komputer managing editor. Fourth row down (L-R):* ***Justyna Slarzynska****, Cyber sales specialist;* ***Aneta Kozyrczak****, Computerworld sales assistant;* ***Renata Wardecka****, IDG Poland production manager;* ***Renata Swiecka****, PC World Komputer sales manager;* ***Dorota Rutkowska****, IDG Poland distribution specialist;* ***Magdalena Falkiewicz****, IDG Poland marketing assistant. Behind banner: (L-R):* ***Magdalena Wozniak****, PC World Komputer account executive;* ***Malgorzata Brudniak****, IDG Poland advertising director;* ***Agnieszka Cybulska****, IDG Poland marketing manager;* ***Monika Mielczarczyk****, IDG Poland marketing specialist.*

Polish advertising lore holds that half of the money spent on advertising is wasted. While that might be true for ads in some publications, it's not true for ads in *PC World Komputer*.

IDG Poland proved that point on Feb. 27 when it hosted the "Best PC World Komputer Ads of 1997" awards ceremony. More than 150 top IT marketers came to the event, which was the first of its kind in the local market.

For the past year each issue of *PCW Komputer* has included a questionnaire asking readers to evaluate the content of the issue and to vote for the best ad, taking into consideration graphic design, copy and usefulness of message. The favorite ads were listed regularly in IDG Poland's customer-focused *Marketing News Brochure*. A total of 3,500 questionnaires were returned in 1997.

The staff decided to create an event to honor the most popular ads and to show advertisers that their ads work in *PC World Komputer*.

"We also wanted to convince our clients that the best way to have the proper response from our readers was to buy a huge campaign with multiple pages in each issue!" said IDG Poland Marketing Manager **Agnieszka Cybulska**.

Twelve ads were honored, most of which were created by the IT companies rather than ad agencies. Marketing representatives from the winning companies expressed their appreciation both to the readers and to IDG Poland's advertising department for its customer service. Images of the winning ads are on the *PC World Komputer* Web site <http://www.pcworld.com.pl)> .

During the ceremony, the staff announced that *PC World Komputer* had, for the second year in a row, the circulation of any PC magazine in Poland, according to the Polish Readership Audit Bureau. The average monthly sales for *PCW Komputer* in 1997 was 69,840, a number that included the most subscribers of any PC publication — 19,074, which is also the highest among the country's PC magazines The average circulation was 27% ahead of 1996. The February 1998 sales figures are even higher: 94,384, which includes 19,406 subscriptions.

After the official ceremony, a mime entertained guests with a number of skits; his impersonation of a computer games player was so funny guests were in tears. A spirited game of "Ad Pictionary" was also a big hit: clients had to draw an IT ad slogan, and the rest of the group had to guess what it was. Jackets and sweaters with the *PC World Komputer* logo went to both the drawers and the correct guessers.

IDG Poland plans to make the ad awards program an annual event. In the future, the questionnaire may have an online or CD-ROM option, as well.

For more information on the *PCW Komputer* awards, contact Agnieszka Cybulska at agnieszka_cybulska@idg.com.pl.

For more information on how *Computerworld Schweiz* (Switzerland) and *PC Welt* (Germany) have organized advertising awards programs, see the March 10, 1997, issue of IDG World Update Online <http://idgcentral.com)> or on Lotus Notes .

**IDG Poland publishes five titles in the local market: the monthly *PC World Komputer; Macworld Poland*, monthly; *Networld Computer Networks and Telecommunications*, monthly; *Computerworld Poland*, weekly; and *Cyber*, an Internet publication published 10 times a year.**

# *Job Opportunities - March 30, 1998*

**Features Writer (CIO)**
You will be responsible for writing feature articles and other shorter items; working closely with editors on story development, direction and focus; assisting in the idea-generation process and attending media events. Ideal candidates will possess a college degree and 2-5 years of feature writing experience. Experience with business and or business technology writing preferred. Title and salary will be commensurate with experience. *Location: San Francisco, CA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Graphic Designer (CIO)**
CIO Communications is looking for a Graphic Designer. Responsibilities will include directing magazine layout, graphics, illustrations and photographs for CIO's publications. The ideal candidate will possess 3+ years of design experience in an editorial environment. Candidates should have a strong editorial design portfolio, a degree in graphic design, QuarkXPress proficiency, experience working with photographers and illustrators and a firm understanding of typography and 4-color production in a Mac environment.
*Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Human Resources Manager (CW)**
Computerworld's Human Resources department is seeking a strong HR generalist to manage its West Coast-based HR operations along with several remote offices. Working in concert with the East Coast HR team and as an internal partner, you will work with our employees and management team in meeting their business objectives through proactive, creative HR solutions. Key emphasis will be in the areas of employee relations, staffing, organizational effectiveness, performance management, employee and management development and training. Ideal candidate will have a minimum of 5-8 years relevant HR generalist experience, strong interpersonal, communication and decision-making skills. Previous publishing experience is strongly desired as is experience in providing HR support to advertising/high tech sales teams. *Location: West Coast*
Contact: S. Perry, Fax: 508-270-1160, Phone: 508-820-8160, Email: susan_perry@cw.com

**Online Advertising Coordinator (GWAN)**
Reporting to the Operations Manager, this individual will coordinate centralized buys of advertising across multiple IDG web sites. Requires a demonstrated ability to be highly organized, detail oriented and a proven self-starter required. Working with IDG Global Web Ad Network Account Managers, publication sales representatives, web site administrators, and a third party ad serving company, the Coordinator will prepare advertising proposals, ensure correct and timely posting and rotation of banner ads, troubleshoot problems, coordinate updates, changes and credits and provide post campaign reporting and analysis. Experience in new media for an advertising agency, tech support, ad sales, or web publishing extremely desirable.
*Location: San Francisco, CA*
Contact: J. Hourston, Fax: 415-835-2473, Phone: 415-676-3037, Email: jill_hourston@idg.com

**Financial Analyst, Marketing (IDG/B)**
Responsibilities include monthly financial reporting and analysis of results, spreadsheet analysis and preparation of budgets and various ad hoc reports and projects. Requires BS in accounting or finance (MBA a plus) and 3+ years' related experience, proficiency with Excel, knowledge of accounting software, G/L and database tools and report writing. Excellent communication skills with the ability to multi-task in a deadline driven, fast paced team environment. Familiarity with book publishing a plus. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Senior Accountant (IDG/B)**
Responsibilities will include inventory, cost, and general accounting. You will provide accurate and timely reports for analysis, perform monthly reconciliation/audit of inventory files, assist in the maintenance, analysis and reconciliation of the general ledger and the month-end close. Ad hoc reports and projects will be assigned as needed. BS in Accounting (MBA a plus), 3+ years' of general ledger experience, detail oriented, excellent analytical and communications skills, strong systems skills, and technical accounting knowledge a must. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Public Relations Manager (NW)**
Network World is looking for a high visibility public relations professional to enhance the awareness of Network World, Inc. and its products through public relations, promulgation of NW market research, and other marketing communications vehicles. Keeping our visibility high with the local, national, and high technology press is key. Qualified candidates should possess 6+ years of PR experience, be knowledgeable about the technology or networking industry and have superior writing and communication skills. Agency experience a plus. *Location: Framingham, MA*
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

**Executive Editor, News (PCW)**
Planning monthly news sections, developing enterprise stories, setting standards for editorial excellence, and managing news staff in SF and Boston offices. Extensive travel required. Must have comprehensive, in-depth knowledge of the PC market and industry trends; extensive industry contacts; proven journalistic skills; proven ability to manage a workgroup to deadline, and excellent organizational and management skills. *Location: San Francisco, CA*
Contact: C. Baskin, Fax: 415-267-1739, Phone: No phone number, Email: cathy_baskin@pcworld.com

**Eastern Regional Advertising Director (Web Shopper)**
The Regional Ad Director will be responsible for establishing relationships with, strategic selling to and developing long-term business partnerships with key WEB SHOPPER clients. He/she will be expected to quickly master the business' sales approach and sales strategy, become familiar with on-line technology, understand audience measurement techniques, interpret research, capitalize on the advantages of on-line vs print, and know how to successfully differentiate and sell competitively in predominantly consumer markets. As the business is in launch, there will be little administrative support and heavy travel and clients loads will be the norm. Successful candidates should have proven sales expertise, excellent communication and organizational skills, and the discipline to work independently and stay motivated with minimal supervision. A background in marketing and research and a track record of successfully selling into retail and consumer (in addition to technology markets) is recommended. Previous on-line space sales experience is a plus. *Location: TBD*
Contact: D. Ezequelle, Fax: 415-442-1891, Phone: 415-267-4560, Email: david_ezequelle@webshopper.com

| BU | Category | Title | Location | Contact | Phone | Fax |
|---|---|---|---|---|---|---|
| CHSG | Edit | Senior Editor | Flexible | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| CHSG | Finance | Financial Controller/Business Manager | San Mateo, CA | S. Moore | P: 650-312-0631 | F: 650-312-0668 |
| CHSG | Sales | Account Executive | Rochelle Park, NJ | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| CHSG | Sales | Account Executive | Chicago, IL | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| CHSG | Sales | Account Executive | San Mateo, CA | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| CIO | Ad Sales | Advertising Sales Associate | San Francisco, CA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Ad Sales | Regional Sales Manager | San Francisco, CA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Admin | Circulation Assistant/Database Administrator | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Edit | Copy Editor | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Edit | Features Editor | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Edit | Features Writer | San Francisco, CA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Edit | Graphic Designer | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Edit | Staff Writer | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Finance | Accounting Assistant | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Systems | IS Support Specialist | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CW | Admin | Circulation Coordinator | Framingham, MA | P. Fowler She | P: 508-820-8647 | F: 508-879-3760 |
| CW | Edit | Assistant Sections Editor | Framingham, MA | P. Fowler She | P: 508-820-8647 | F: 508-879-3760 |
| CW | Finance | Financial Operations Manager | Framingham, MA | P. Fowler She | P: 508-820-8647 | F: 508-879-3760 |
| CW | HR | Human Resources Manager | West Coast | S. Perry | P: 508-820-8160 | F: 508-270-1160 |
| CW | HR | Human Resources Representative | Framingham, MA | S. Perry | P: 508-820-8160 | F: 508-270-1160 |
| CW | Mktg | Copywriter | Burlingame, CA | T. Lehane | P: 415-548-5532 | F: 415-347-6371 |
| CW | Mktg | Marketing Director | Burlingame, CA | T. Lehane | P: 415-548-5532 | F: 415-347-6371 |
| CW | On-Line | On-Line Sales Specialist | Framingham, MA | P. Fowler She | P: 508-820-8647 | F: 508-879-3760 |
| CW | Rsch | Director of Research | Framingham, MA | S. Perry | P: 508-820-8160 | F: 508-270-1160 |
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**PCW ONLINE TURKEY**

*continued from page 1*

**Tarhan**, executive editor of PC World Online Turkey, noting that while "everyone in Turkey is talking about fictitious numbers on page views, we use IIS Assistant from Mediahouse Inc. to monitor our site traffic and allow anyone to check our stats online."

Tarhan credits a recent upgrade to a 128K leased-line Internet connection and increased bandwith of 256K with the phenomenal growth in site traffic. A year ago site traffic was about 3,000 page views a month.

PC World Online Turkey is the country's most comprehensive Web site focusing on personal computers and the Internet, addressing the same spectrum of users targeted by *PC World Turkey* including business IT users, business management buyers, home computer users and new Internet users. The site contains the current issue of the print publication along with exclusive online content. This on-line-only content includes a daily news service; a shareware archive; a section dedicated to hardware and software problems and their solutions, which includes tips for troubleshooting; a special section for Windows 95; and a games review site <http://www.pcgames.com.tr>.

The entire site is published in Turkish, and there are no plans to offer English-language translation. The only section published in English is "cheats and hints" in the games section. "The main reason Turkish users prefer to visit this site is to read the latest [IT] news and information in their own language," Tarhan said.

### Constant updating keeps site fresh

PC World Online has two full-time staffers. It took the team two months to plan, organize and develop the main online system. According to Tarhan, "We are constantly updating the site and are focused on developing new and interesting pages for our site. It is hard work, but that is what distinguishes us from our rivals."

*PC World Turkey* is the country's primary publication for business IT users, business management buyers, home computer users and new Internet users. The print publication has a stand-alone circulation of approximately 50,000 in the region.

*For more information contact Cenk Tarhan at ctarhan@pcworld.com.tr.*

**HAKAN UNAL, EDITOR, PCW TEST** *Center;* ***Gulistan Ozken****, PCW designer and art director (with company mascot Chipchick);* ***Deyvi Levitas****;* ***Cenk Tarhan****; and* ***Volkan Ersoy****, executive editor, PCW Turkey.*

## INTERNET MARKET IN TURKEY

**Because the Internet is fairly new in Turkey, the Internet market is new, too. Large computer firms such as IBM, DEC and large local companies think it is too early to start online marketing campaigns. But many companies are adding an "online marketing" section in their 1998 budgets, brightening the prospects of Internet marketing in the region.**

**Turkey has approximately 130,000 individual Internet users. Currently Turkey has about 40 Internet service providers, but only five are significant. There is a government monopoly on Internet connections. The cost of telecommunications is high in Turkey with respect to other European countries. An Internet connection is free, however, for university students, but only when accessed from student laboratories on campus. Access from the home involves having to pay telecom prices.**

## NEWS YOU CAN USE

Are you planning to attend the upcoming PC World Product Line Meeting in Manila? Here's a tip for big savings — potentially hundreds of dollars — on communications costs during your stay in Manila.

Instead of using the hotel's telephone system to access your e-mail or the Web, take advantage of the IDG Global Dial service offered by IDG Global Communications.

The IDG Global Dial Service provides access to your e-mail or the Web via the Internet via a local phone call in Manila. As a comparison, most hotels charge as much as $4.00 per minute for international calls; calling cards can be as much as $2.50 per minute. With the IDG GDN, your cost is $0.25 per minute from Manila.

So, for example, if you connect for as few as three hours during your visit to Manila, you can save as much as $700 in connect charges.

This service is available worldwide, requires no special software or configuration, and there are no setup or monthly fees.

For more information or to acquire an account, contact IDG Global Communications at globalcomm@idg.com and mark your message "URGENT! Manila."

# NOTEWORTHY

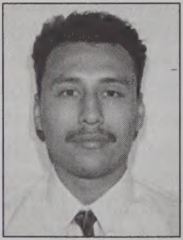
## PROMOTIONS

IDG WORLD UPDATE

**VOLPE**

*Network World* Human Resources Representative **Danielle Volpe** has been promoted to senior human resources representative. Her major accomplishments during the past year include enhancing training opportunities for *NW* employees, hiring 22 new employees, achieving a 100% response rate for the *NW* employee survey and developing improved incentive plans. She is currently pursuing a master's degree in management at Lesley College in Cambridge, Mass., and finishing plans for her May wedding.

Sales Support Executive **Clare Hirst** moves up the ladder at IMS Europe/Middle East and Africa to IT Market and Media Analyst. "As part of the Strategic Planning Team, Clare will increase the support offered both internally and externally to clients and agencies," said **Jeff Meers**, president of IMS/EMEA. "Clare will be responsible for control, management and development of IMS/EMEA's Media Monitoring Services relationship. She will also work on building the pool of readership research and be responsible for identifying all European (country) IT media/publication research."


**MORALES**

IDC's Manager/Semiconductor Research **Mario Morales** has been promoted to research director of the Semiconductor Program. "Over the last year and a half Mario has provided a high level of research, consulting, and sales expertise to our rapidly expanding customer base," said **Crawford DelPrete**, IDC vice president/semiconductor and storage research. "The Semiconductor Program is a new research area for IDC, one that is highly competitive, very technical, and, best of all, focuses on an expanded customer set for IDC. Mario's efforts and expertise have allowed us to rapidly expand in this new business segment."

**DOWLING**

IDC Senior Analyst **Seana Dowling** has been promoted to research manager of Global Research Services. "Seana has been pioneering global research for three years now with the Global IT Survey," said **Chris Fell**, IDC vice president for global research services. "While increasing the coverage by over 50% from nine to 15 countries, she has also managed to improve the financial position dramatically from a significant budgeted loss to an expected positive contribution this year. This is a tremendous achievement. Her top-notch technical skills, ability to work across cultures and time zones and get it done are invaluable assets to the group and the company as a whole."

## NEW EMPLOYEES

*The Internet Industry Standard* is ramping up for its spring launch with several hirings. **Julia Cashin** comes on board as a public relations and promotions coordinator. She previously managed PR for Wired Ventures and was a production assistant for McDougall Creative. She likes to ski in her spare time.

**Denise Garcia** joins the magazine as director of online sales, coming from CMP where she was district manager for *Computer Reseller News*. She earned a B.A. in English from San Jose State University and is currently training for the San Francisco Marathon.

Vice President of Operations **Chris Patelis** will have operational responsibility for the launch of the magazine. He held a similar title at Mecklermedia Corp.'s magazine group. He has a B.A. in accounting from Queens College.

**Mark Gimein** joins the magazine as staff writer. He has been a reporter for *Adweek*, *Mediaweek* and the Washington correspondent for *The Fairbanks News Miner* ("The Voice of Interior Alaska").

**Mickey Butts** is the magazine's managing editor, having previously been assistant managing editor (new media) at *Parenting* magazine. He holds a B.A. in comparative literature from Brown University and an M.A. in journalism from the University of California/Berkeley.

**Robert Werber** signs up as *The Standard*'s regional sales manager. Formerly a corporate account executive at CMP Media, he will be in charge of northeast sales for the magazine. He has a B.A. from Union College and enjoys playing hockey and guitar.

**Louise Pelletier** joins *CIO* as its desktop services manager. She previously worked at Volex, Inc., as a computer operations/network administrator. She earned a B.S. in education at Plymouth (N.H.) State College. In her spare time she golfs and plays racquetball.

**John Lyons** comes to IDC as a customer service representative. He will also handle Phoenix data maintenance. He holds a degree in marketing from Ireland's University of Limerick and enjoys cycling, running, tennis and surfing (the Internet, that is).

**Maria Catolico** joins the Human Resources Services Division (West) as a human resources associate supporting various business units. Her previous position was acting human resources manager for the 300 employees of Planned Parenthood Golden Gate. She has a B.A. in history from UCLA and decompresses with skiing, tennis and playing with her three dogs.

At IDG Books in Foster City, Calif., **Michelle Jorajuria** is the executive assistant for the Brands and Ventures division. She most recently worked as a project coordinator for Research Data Group, Inc. Michelle earned a B.A. in sociology from San Francisco State University.

*IDG business units worldwide are welcome to send information and photos for the Noteworthy section to: world_update@idg.com.*

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**TWENTY YEARS**
Ursula Sauter - IDG Germany

**SEVENTEEN YEARS**
Helga de Gregori - IDG Germany
Shirley Ingram - IDG Australia

**FOURTEEN YEARS**
Ed Acly - IDC
Carlos Alberto Pereira - IDG Brazil

**THIRTEEN YEARS**
Joachim Herbert - IDG Germany
Joan Swarms - PC World

**TWELVE YEARS**
Simone Fiedler - IDG Germany

**ELEVEN YEARS**
Magdalena Koch - IDG Germany
Tania Evans - IDG Australia

**TEN YEARS**
Crawford DelPrete - IDC
Peter Gruber - IDG Germany
Graça Sermoud - IDG Brazil

**NINE YEARS**
Hiltrud Osterried - IDG Germany
Kirsten Højrup - IDG Denmark

**EIGHT YEARS**
Anthony Picardi - IDC
Susanne Kirmaier - IDG Germany
Hans Königes - IDG Germany
Andrea Piontek - IDG Germany
Alessandro Degli Occhi - IDG Italy
Kathy Poppenhagen - IDG Channel Svcs.

**SEVEN YEARS**
Renee Amadio - IDC
Christoph Burkhart - IDG Germany
Reinhold Harlacher - IDG Germany
Claudia Heidutzek - IDG Germany
Ingrid Kurz - IDG Germany
Lothar Miedel - IDG Germany
Peter Townsend - IDG Germany

**SIX YEARS**
Maria Carolina Ney - IDG Brazil

**FIVE YEARS**
Doreen Francy - IDC
Mary Corder - IDG Books
Andrea Winholz - IDG Germany
Barbara Jakubiak - IDG Poland
Andre Angeles - InfoWorld
Stefani DiMauro - IDG Books

**FOUR YEARS**
Cheryl Toffel - IDC
Evan Quinn - IDC
Maureen Molloy - IDC
Manabu Wada - IDG Japan
Leila Cristina Capitulino - IDG Brazil
Ana Paula da Cruz Barros - IDG Brazil

**THREE YEARS**
Robert Gray - IDC
Kim Northrip - IDG Books
Sheila Tan - IDG Singapore
Madeleine Bonk - IDG Germany
Sebastian Hirsch - IDG Germany
Christian Meyer - IDG Germany
Yolanda Martinez - IDG Spain
Rosalynn Chua - IDG World Expo/Asia
Martin Chau - IDC Hong Kong
Brad Grimes - PC World
Fabienne Valat - IDG France
Catherine Ross - IDG Australia

**TWO YEARS**
Bryan Donovan - IDC
Michael Olfe - IDC
Kek Li Peng - IDG Singapore
Petra Rammelsberger - IDG Germany
Ingrid Schutzmann - IDG Germany
Sheila Barcelos Zabeu - IDG Brazil
Mick Arellano - IDG Books
John Ball - IDG Books
Ritchie Durdin - IDG Books
Renee Dunn - IDG Books
Kevin Cubillas - IDG Books

**ONE YEAR**
Giulia Rancati - IDC U.K.
Susann Naumann - IDG Germany
Andreas Koschinsky - IDG Germany
Wilhelm Baier - IDG Germany
Kerstin Kurth - IDG Germany
Virginia Hao - IDC China
Birgit Nonboe - IDG Denmark
Melissa Adams - Network World
Solange Cristina Ciavatta Kutuchian - IDG Brazil
Adriana Lessa de Miranda - IDG Brazil
Parit Shah - IDG U.K.
Jasmin Rothfield - IDG Australia
Fahri Sonyürek - IDG Turkey

### IDC DIRECTIONS

*continued from page 1*

ber of wired users will jump from 82 million to 329 million during that time.

**Online presentations available**

The major innovation at this year's briefing was making speaker presentations available online rather than in heavy binders. Thanks to IDC's Web team, speakers' slides were available at a password-protected Web site the day of the events, and the audio was ready within a week. Attendees received a print summary of each presentation at the briefings on which they could take notes.

Customers' reaction to the presentation Web site was very positive, said Vice President of Marketing **Mary-Anne Sinville**. "We braced ourselves for some negative reaction, since people usually don't like change, but we received very little," she noted.

The Web site was a success for three reasons, Sinville said. First, the audio was the best possible solution for attendees' oft-voiced desire to attend more than three concurrent afternoon sessions.

Second, the site contained the most up-to-date data available, as the long lead time for printing the binders was eliminated. Third, the $30,000 saved from not printing 2,000 binders was reinvested, allowing for the laser light show, a better quality cocktail party that induced more people to stay and mingle and an upgrade to the server hosting the conference proceedings.

All the efforts by IDC staff added up to more satisfied customers than ever before. The Boston session earned a statistically significant higher satisfaction rating than last year: an average of 3.41 out of 4.

*InfoWorld*, *Computerworld* and *PC World* were Directions '98's primary sponsors; *The Internet Industry Standard* had a presence in San Francisco. Sponsors gain visibility through direct mail and onsite; receive a package of complimentary passes for customers and discounted attendance rates for employees.

For information on sponsorship opportunities at Directions '99, contact MaryAnne Sinville at msinville@idcresearch.com

CELEBRATING 10+

# IDG Spain Employees Mark Years of Service

**Jose Luis Diaz** joined IDG Spain's administration and accounting department in November 1986, a time of great expansion for the company. His current responsibility is overseeing the billing and collection functions. In his spare time, Jose enjoys all sports and keeping up with investigative journalism on current topics. He and his wife Maria Jose Navarro have two four-year-old daughters, Marta and Patricia.

**Olga Fernandez**, based in Barcelona, joined IDG Spain in February 1987. She oversees the shipment of publications from the distributor in Madrid to the newsstands in Barcelona and is also the liaison to the distributor in Barcelona. When she's not at the office, Olga is an avid reader. She and her husband, José Fabregas, have two daughters, Elsa and Berta.

**Ursula Nadador** began her career at IDG Spain as a receptionist in January 1988. In 1989 she was promoted to her current role, assistant to IDG Spain Managing Director **Paco Zabala**. During her free time, Ursula enjoys being with her husband, Antonio Martin, and their six-year-old daughter Andrea, and makes time for the cinema, reading and shopping.

**Sergio Saenz de Beramendi** had been a newspaper and radio journalist for 10 years before deciding to enter the world of the trade press in September 1986. His first job at *PC World España* was taking charge of the Marketplace-style advertising section at the back of the magazine, increasing it from three ads to 45 in just six months. In February 1987, he became the advertising manager of the newly launched *Comunicaciones World*. In March 1988, he was named advertising director of *PC World*, then No. 2 in the Spanish market, and quickly moved it up to its current leadership position. Sergio's outside interests include soccer, cycling and traveling. He and his wife, Cristina Jareño Cuadrado, have two daughters: Cristina, age 12, and Gema, age 8.

**IDG CHAIRMAN PAT McGOVERN ESCORTED FIVE IDG SPAIN** *employees to dinner recently at The Hotel Ritz in Madrid in honor of their long years of service to the company. (Front row, left to right): IDG Managing Director* ***Paco Zabala, Magdalena Zabala, Jose Luis Diaz, Olga Fernandez*** *and Lore McGovern. (Back row):* ***Sergio Saenz de Beramendi, Ursula Nadador*** *and Pat McGovern.*

**Magdalena Zabala** joined IDG Spain in November 1985, working part-time as an advertising salesperson for *Commodore World*. In February 1987, she became a full-time employee, working for *Computerworld* as well as *Commodore World* (later renamed *AmigaWorld)* until its closure. She later sold ads for *CIM World*, *Comunicaciones World* and *Macworld*. In 1996, she was promoted to director of the Barcelona office and,in addition, she continues to sell ads for *Computerworld*, *Comunicaciones World* and *Macworld*. Since she has periodically sold for *PC World* and *Dealer World*, Magadalena has the distinction of being the only salesperson who has worked on all of IDG Spain's publications (though she confesses *Computerworld* is her favorite). Outside the office Magdalena does crosswords and spends time with her husband Luis Busom and son Rais.

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 75 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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DOWN BUT NOT OUT! IDG NEW ZEALAND PERSEVERES DESPITE POWER OUTAGE
PAGE 4

# IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

## IDG Editors Adopt Guidelines for Distinguishing Web Content, Ads

IDG's U.S. editors have banded together to uphold editorial integrity online by adopting common editorial guidelines for IDG's Web sites.

"IDG has and always will uphold the same high editorial integrity on the Web that it does with its leading printed products," said **Kelly Conlin**, president of IDG. "The editorial quality that IDG readers have come to trust and respect has secured IDG's lead as the world's foremost technology publisher."

In an article appearing in *The Wall Street Journal* (March 26, page B6), Conlin noted, "Editorial is in many ways for sale today on the Web in ways that would be unequivocably objectionable in print. In focus groups we've done, readers have had a hard time distinguishing between editorial and advertising on the Web. That could stymie the growth of the Web itself."

"Our goal in adopting the 'Editorial Guidelines For IDG Web Sites' is to ensure that our readers can always clearly distinguish between editorial and advertising content on IDG's Web sites," explained *InfoWorld* Editor-in-Chief **Sandy Reed**, one of the editors who participated in developing the guidelines. "The dynamic technology of electronic pages and

• CONTINUED PAGE 5 •

## ICE Blankets Boston

### Now in its third year, Internet Commerce Expo makes successful Northeast debut focusing on rapid growth in e-commerce initiatives

The rapid growth of the electronic commerce marketplace was in sharp focus last month as IDG's Internet Commerce Expo opened for a four-day run at Boston's World Trade Center March 23-26. The event, which was making its Northeast debut following successful ICE events in Anaheim (1996) and Los Angeles (1997), attracted more than 10,000 high-level attendees, over 170 exhibitors and 600 paid conference registrants.

Cuttting-edge industry intelligence was a prevalent theme throughout the event, with the ICE Conference program offering comprehensive educational workshops and tutorial sessions designed to tackle critical technical and business issues. The roster included such topics as "Internet Strategies for Business Transformation," an executive conference focusing on case studies of successful Web utilization; the General Conference, with more than 50 Internet business educational sessions; the Internet Town Meeting, hosted by *Network World* Editor-in-Chief **John Gallant**; as well as tutorials, brand-name workshops and professional certification programs.

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IDG WORLD UPDATE

**SAYING HE IS "DELIGHTED WITH THE** *response from the IT industry" ICE President* ***Ron Milton*** *notes that ICE Boston has "clearly established itself as a world-class event for the future."*

As in past ICE events, The Internet Open proved a highlight of the show with some 62 companies competing for "Best of Class" designation in industry-specific, enabling and business function categories. Operating from turnkey demonstration booths clustered by categories in the center of the show floor, companies demonstrated their Web-based online solutions over a high-speed Internet infrastructure on the Web that

• CONTINUED PAGE 6 •

## IN BRIEF

# IMS Charts Stormy Asian Economic Waters for Clients

IDG Marketing Services' Asia Pacific group sought to keep its clients' hands firmly on the economic rudder at a recent conference called "Riding Out The Storm: Marketing High-Tech Products in Asia Pacific."

Riding Out the Storm:
Marketing High-Tech Products in Asia Pacific

"The purpose of the event was to give our clients some timely and reliable information on the impact of the Asian financial crisis on the demand for IT products in Asia Pacific," said IMS Asia Pacific Marketing Analyst **Maximo Zeledon**. "It was an incredible success, attributable to the information provided; it was relevant, and the attendees were very interested in it."

According to Zeledon, the March 4 conference, IMS' first on the region, sought to explain to IT marketers the extent of the economic crisis and how their marketing strategy might change to exploit opportunities in the region. He said IDC Asia Pacific Vice President **Dennis Philbin**'s overview presentation "was extremely important regarding the countries that are most and least affected and where the opportunities are. China is unaffected [by the economic crisis] and is still growing, surprisingly. Their currency wasn't affected because it's not subject to the exchange rates that the rest of the region is. China continues to grow and has a demand for an IT infrastructure and an increase in IT demand because the Chinese government has made a commitment to IT. Korea's economy as a whole, which affects its IT economy, was hardest hit due to faulty investments and financial management."

Alan Minor, vice president, Fujitsu Products Division/Oracle, was also popular with the 120 attendees. He presented a case study on how an American company opened for business in Japan, had all its assumptions fail and had to start from scratch and develop a new philosophy on how to adapt and do business in Japan.

**Setsuro Tamai**, president of IDG World Expo/Japan, said, "It was a great event, and customers were so happy to know Asia in detail."

The Redwood City, Calif., conference "addressed our customers' fears concerning the future of the Asia Pacific region and reassured them that Asia Pacific still represents an excellent opportunity for marketing technology products," said **Scott Kleinman**, IMS managing director, Asia Pacific. "IDG demonstrated the scope and breadth of the products we have in the region to help our customers succeed."

IMS took the opportunity to promote IDG as a whole, and IDG World Expo and IDC had tables at the conference. All of the IDG Asia Pacific publications and resources were displayed. A second Asia Pacific conference is being planned for next year. 🖳

# Computerwoche Purchases *Gateway* from Heise Verlag

### Monthly publication will be integrated into *Network World* product line

GATEWAY
MAGAZIN FÜR TELEKOMMUNIKATION UND NETZWERKE
Intelligente Netze, Dual-Mode-Geräte, Remote Access
Mobilfunk
GSM
SMS
DECT
Konzepte und Produkte
Liberalisierung mit Hindernissen
30 Systeme im Überblick
Mit einfachen Mitteln professionelle Resultate erzielen: Call Center für kleinere Firmen

Computerwoche Verlag GmbH in Munich will purchase *Gateway*, a magazine focusing on telecommunications and networks published by Heinz Heise in Hannover. The takeover is scheduled to go into effect April 23 — the day the May issue hits the newsstands.

Computerwoche Verlag GmbH, which publishes *Computerwoche* and *ComputerPartner*, is Germany's leading publisher in the field of information technology. The two publishers have agreed not to comment on the amount of the purchase. The deal is still awaiting approval by Germany's cartel office.

With the purchase of *Gateway*, which has a monthly circulation of 30,000 (IVW* 4/97 audit: distributed circulation 29,554 copies, sold copies 10,332), Computerwoche Verlag is expanding into business sectors that will be strategically important in the future, according to **Ralph Peter Rauchfuss**, managing director of Computerwoche Verlag.

"Until now, Computerwoche's business expansion occurred through its own developments," Rauchfuss said. "However, the purchase of *Gateway* provides an opportunity to acquire a well-placed and well-known business. This publication will be integrated into IDG's *Network World* product line."

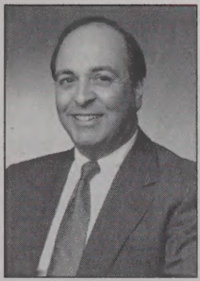
Deputy managing director of Heise Verlag, Steven Steinkraus, described the sale of *Gateway* as "a step we are taking with one crying and one laughing eye." The loss of the magazine in Munich is not being taken lightly, he noted, adding that it makes economic sense, however, and will permit the publishing house to channel more resources toward the expansion of its trade publications in its hometown of Hannover.

"When making its offer, Computerwoche Verlag expressed strong interest in continuing the development of *Gateway*," Steinkraus said. "It was clear from the start that all employees would keep their jobs." Employees at *Gateway*'s editorial offices in Munich were made appropriate offers, Rauchfuss confirmed.

*Gateway* is currently published monthly, but Rauchfuss said it will appear twice a month beginning in October. 🖳

**German audit firm Informationsgemeinschaft zur Feststellung der Verbreitung von Werberträgern.*

# ON LINE



**JIM CASELLA**

*IDG's chief operating officer is this week's columnist.*

**Q Is IDG considering putting the claims end of its health insurance coverage out to bid, as has been rumored? It's no secret that lots of people are having problems with Costcare's claims processing, and the plan seems to be much more restrictive now than it used to be, plus the book of participating physicians is half as big this year. (I know they went to smaller print, but does that account for the reduced heft?)**

**A** IDG is soliciting bids and re-evaluating our current provider. Unfortunately, the health care industry consolidation has resulted in customer service problems that are not acceptable. We have been working with Unicare since October to address these concerns and had seen some improvement but not enough to keep us from evaluating our alternatives.

The list of participating providers is only 1% less than the previous list. Most of the reduction in book size was achieved by a change in fonts, as you noted. Our HR department will keep all employees apprised of any changes and will continue to demand improved customer service from our current provider.

**How much will IDG revenue and profits suffer this year due to the economic crisis in southeast Asia?**

Compared to many other companies, in the technology and finance sectors for example, our overall performance is not being negatively impacted by the economic turmoil in Asia. Our operations in China are all reporting record operating profits for the first half of fiscal '98. The same is true in Japan, Taiwan and Australia. **Don Kennedy**'s team in Australia is completing the strongest first half of any fiscal year in their 20-year history.

The two units that have been most significantly impacted are Hong Kong and Singapore. It is a testament, however, to the skilled leadership of both units (**Micaela de Almeida** and **Melvyn Bennett** manage Hong Kong, while **John Tan** manages Singapore) that they remain profitable and are looking for opportunities to improve their performance in the second half of the year. I should add that both of these units had record operating results in FY97.

A number of our licensees have been significantly impacted by the currency crisis, perhaps the most significant being Indonesia. [International Publishing Services President] **David Hill** continues to work with these members of the IDG family to assist them as they transition their businesses to meet the new market realities.

I am pleased to report that based on the significant growth we are experiencing in our European publishing operations and the continued excellent performance of most of our U.S. publishing operations, and IDC and IDG Books, that we will end the first half of this fiscal year ahead of our operating plan. Based on the fact that the majority of our operations have had record first halves, in terms of both revenue and operating profit growth, I am confident that FY98 will represent another record year in operating profits for IDG.

**Do the IDG Marketing Services offices around the world coordinate their activities with each other to enable consistent and broad servicing of our largest advertisers, or does each work independently as a smaller but highly targeted operation?**

As most of our major customers continue to plan their marketing campaigns on a global basis, it has become a clear competitive advantage that we can coordinate — through IMS — our solutions for them. IMS President **Peter Horan** works closely with each of the IMS hubs to provide synergistic programs for our top 20 customers, who need and demand this assistance. IBM, for example, which is IDG's largest advertiser worldwide, finds our programs to be unique and invaluable. None of our competitors in the U.S. or Europe can offer programs that are comparable.

It is also important to note, however, that IMS is most successful when its efforts are supported at the local level. Most clients expect that their business will be serviced locally, irrespective of where that business is placed. It is important that IDG be responsive to our customer needs and continue to service them on all levels.

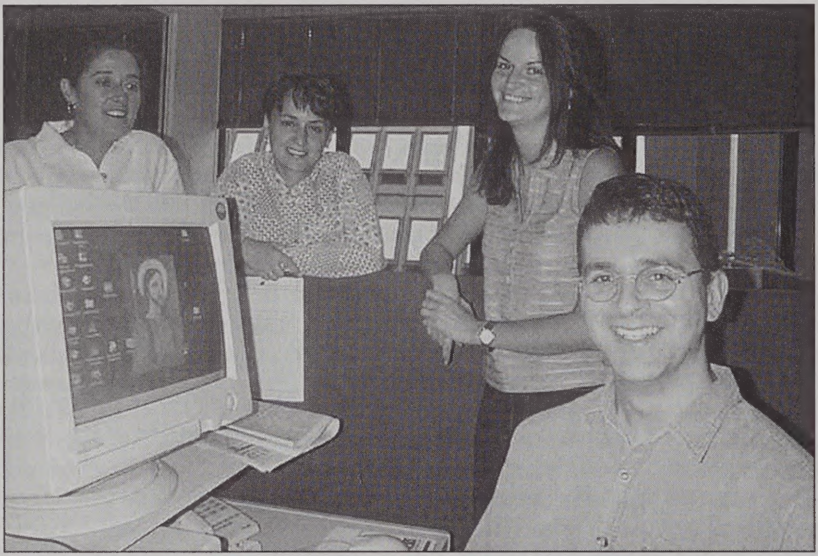
## IDG WORLD UPDATE NEEDS YOUR IDEAS!

***Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:***

***Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.***

# Blackout Forces New Zealand Staff to Relocate

## *Computerworld* editorial team sets up shop in Publisher Martin Taylor's garage



**THE EDITORIAL TEAM FROM GARAGEWORLD. FROM LEFT: SUB-EDITOR NICKY Mowat**, *Chief Reporter* **Andrea Malcolm**, *reporters* **Kirstin Mills** *and* **Paul Brislen**. *Other members of the team included Features Editor* **Mark Broatch**, *Sub-Editor* **Caroline Patterson**, *Internet Editor* **Russell Brown** *and Editor* **Don Hill**. *Sending in stories via e-mail were Reporter* **Russell Brown** *and various contributors.*

*Computerworld New Zealand* has stared in the face of adversity and won.

*Computerworld* deadlines faced a major crisis when power in the central business district of Auckland went out recently. The blackout wasn't one of short duration — the only electricity supplier into the heart of the city had lost power in all of its underground cables. Fixing them was a complex business, and a tunnel being constructed to carry new cables into the area would not be ready for some time. Businesses faced the prospect of being left with only a dribble of power for weeks and even months before the situation could be remedied.

The initial reaction among the shopkeepers and offices was one of anger and frustration. Many of the smaller businesses faced the prospect of going bankrupt (some did), while organizations such as IDG New Zealand had to relocate — quickly.

The first was step was to get the telephone numbers of around 55 Auckland staff. For a start, the list was stored electronically — and it was out of date. After a lot of ringing around and consultation of private address books, a list was drawn up so that key people could be informed of the problem.

At the same time, Publisher **Martin Taylor** and IT Manager **Mark Evans** sat down to sort out priorities — how many staff would be needed to get through the coming week's publishing deadlines and what equipment was necessary.

Two servers and three PC workstations were moved to Taylor's garage for the *Computerworld* sub-editors. *Computerworld*'s sister publication *Reseller News*, is produced on Apple Macs, so another network was set up at the home of *Network World* Editor **Anthony Doesberg**.

The *Computerworld* network consisted of a Lotus Notes server that contains the IDG News Service international news wire, e-mail files and story databases; a Windows NT file and print server, the workstations and a printer capable of handling A3 paper.

They were networked together using a spare hub, with a modem connection from the Notes server ready to connect to a main Notes server and SMTP mail server at the Web provider used by IDG in the nearby suburb of Glen Eden.

The *Computerworld* journalists worked from home on their PCs, e-mailing data through to Taylor's garage via modem.

"We tried to leave the network in the office as undisturbed as possible," Evans said. "At that stage we didn't know how long the power was going to be out, and we wanted to be able to set up again quickly with a minimum of fuss when it came back on permanently."

Meanwhile, power was going on and off intermittently at IDG's head office in downtown Auckland. Between the cuts, Evans and IT staff spent a day writing vital files off the server to the CD and to the hard drives of various workstations.

IDG staff were stunned to find that the city council parking wardens had given them parking tickets when they were parked while they loaded equipment into their cars.

By the time the sub-editors were ready to get back on the job, the *Computerworld* network — now dubbed Garageworld — was operational.

Telephone calls were rerouted through a local call center.

"Overall we've found that the most important things were accessibility of staff telephone numbers and availability of telephone lines when we relocate," Evans said. "Relocating computers is easy but telephone communications are vital."

### Dry deadline day

To top off the situation, the water supply to Garageworld was cut between 10 a.m. and 2 p.m. on Wednesday, *Computerworld*'s main deadline day.

Four weeks later, *Computerworld* finally moved back into its main offices. Emergency power lines were erected along a rail corridor and some power was being supplied via the old buried cables. Along the main street are numerous emergency generators, many of them imported from Australia and other countries for the duration of crisis. A ship tied up at the waterfront supplied another 12 megawatts of electricity, with further power coming from the local casino.

With everyone hoping that the crisis is now over, Garageworld has once again become *Computerworld*.

*Thanks to* ***Andrea Malcolm****, Computerworld New Zealand's chief reporter, for contributing this story.*

IDG

# *Job Opportunities - April 6, 1998*

**IS Support Specialist (CIO)**
CIO is seeking a highly motivated and enthusiastic IS Support Specialist to join its IS department. In this position you will assist with the deployment and administration of enterprise wide technologies and services. You will identify and work to resolve application and systems problems. Ideal candidates will possess 1-3 years PC and Mac support. Experience supporting Windows '95, Apple OS, cc:mail, MS Office, Lotus Notes and remote communication technologies. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Senior Regional Manager (2 positions) (CHSG)**
Responsible for prospecting, maintaining and increasing sale of ad pages and share-of-market advertising space for Solutions Integrator in both our print and "electric" editions within the northwest or eastern territory. Must develop a thorough understanding of the channel market and Solution Integrator's position and value in that market. Responsibilities also include training and managing an Account Executive and Sales Associate. Requires minimum five years in computer publication ad sales.
*Location: East Coast or West Coast*
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

**Marketing Assistant (CIO)**
CIO is looking for an energetic, dynamic and creative professional to join the marketing team. In this position you will provide marketing and administrative support to the PR, Research and MarCom functions of CIO's marketing department. Responsibilities will include on-line research, involvement with producing promotional materials and mailings, frequent interaction with CIO's sales offices, on-going database maintenance, preparation of rfp's, general administrative support and special projects as assigned. Ideal candidates will posses a BS./BA., and strong computer skills. Candidates must be able to work independently under tight deadlines and juggle multiple tasks. Excellent organizational skills, attention to detail, and strong written and verbal communication skills required. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**On-Line Marketing Associate (CIO)**
CIO is seeking a motivated, self-directed individual for an exciting opportunity in a fast-paced, customer-service oriented environment. Working with CIO's Director of On-Line Advertising, print publication sales reps, web site administrators and customers, you will prepare advertising proposals, troubleshoot problems, ensure correct and timely posting and administration of banner ads, coordinate any updates/changes to campaigns and provide weekly banner reporting and analysis. Qualified candidates should be very knowledgeable about the Web, Excel, and MSWord in a PC environment. Knowledge of HTML and PowerPoint a plus. Excellent telephone communication skills, organizational skills and attention to detail are essential. Experience in new media for an advertising agency, ad sales, or web publishing extremely desirable.
*Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Senior Research Analyst, Internet Services (IDC)**
The Services Research group is seeking a Senior Research Analyst to investigate opportunities for IT services providers to create new businesses that leverage the rapid expansion of the worldwide web and Internet. This senior analyst will provide executive insights to IDC's services clients regarding a broad array of business opportunities, including recommendations around Internet services business models, competitive positioning, and service features and pricing. This position requires the ability to collaborate with other Services Group analysts to produce research and pursue new opportunities and customer bases. Frequent contact with the press, Wall Street firms, and senior services industry executives means the successful candidate will assume a high-profile position. MBA graduate in finance or marketing with excellent written and quantitative skills is essential with 5 to 10 years of industry experience. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc jobs@idcresearch.com

**Senior Research Analyst, Outsourcing (IDC)**
The Services Research group is looking to add a senior analyst to the team. Focused on establishing a strong comprehensive coverage of the worldwide outsourcing services industry, this senior analyst will be responsible for managing a research practice area that delivers executive level views of major trends shaping the business process outsourcing services industry. Part of this coverage requires crafting insightful comparative analysis of leading global players, determining market shares and identifying critical success factors. Frequent contact with the press, Wall Street firms, and senior industry services executives means the successful candidate will assume a high-profile position and possess excellent written and quantitative skills. MBA graduate in finance or marketing is essential with 5 to 10 years of industry experience. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

**Account Manager, Special Markets (IDG/B)**
Primary responsibility will be to prospect and sell to Fortune 1000 companies and government agencies. You will close business and process orders as well as build and maintain the corporate and government database. 2+ years' sales experience, preferably to corporate and government customers. Must be organized, self-motivated, and possess excellent verbal and written communication skills; BA/BS degree preferred.
*Location: Washington, D.C. or New York*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Web Development/Presentation Coordinator (IFW)**
InfoWorld is in search of a highly energetic Web Development/Presentation Coordinator to support the marketing and sales of InfoWorld. The individual will be responsible for the following types of programs:

- Lion's Den (Marketing Website) - responsible for all aspects of building, designing, and implementing the marketing website, including any resident of site; maintenance and timely update of all information on website; and, working with Graphic/Design Coordinator, responsible for design and graphics of website.
- Presentation Development - responsible for implementing PowerPoint presentations for sales and marketing.
- Graphic Design - based on skill set, support Graphic/Design Coordinator execute projects, including marketing and sales materials.

The successful candidate will have HTML knowledge and general skills associated with the Web and graphic design skills. PowerPoint experience is a must; strong writing skills is a plus. *Location: San Mateo, CA*
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

**Sales Administration Manager (IFW)**
The individual in this position will assist the two Ad Directors with projects, presentations, research materials, and general clerical/support duties. This position is accountable for developing and maintaining overall activities of the Northwest Region as well as implementing and supervising the daily activities of the San Mateo sales support staff of a region with 20 staff. Must have good attention to detail, financial reporting, and interpersonal skills. Publishing, advertising, or hi-tech experience required. *Location: San Mateo, CA*
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

**Sales Associate (IMS)**
IDG Marketing Services has an opening for a sales associate in our fast growing Latin America department. We are seeking a highly motivated, challenge-oriented individual with excellent people skills. Sales knowledge is a must and knowledge of the Latin American market would be helpful. Strong customer service and communication/telephone skills are necessary. Ability to function well in a deadline-oriented department is an absolute must. *Location: Miami, FL*
Contact: C. Aguilar, Fax: 415-267-1472, Phone: 415-974-7377, Email: caguilar@idg.com

**Digital Ad Coordinator (Mac Pub)**
Mac Publishing is looking for a pre-press person preferably with Service Bureau and/or publication experience to traffic, process, pre-flight and troubleshoot ad files. Ideal candidate will be detail-oriented and able to learn quickly while working in a fast-paced environment. Knowledge of QuarkXPress and PhotoShop essential. Familiarity with PageMaker, Illustrator, Freehand, and CorelDraw a plus. *Location: San Francisco, CA*
Contact: C. Haberman, Fax: 415-243-3657, Phone: 415-243-3538, Email: clayton_haberman@macworld.com

**General Manager, Seminars and Events (NW)**
Reporting to the SVP of Business Development, the General Manager will oversee and manage all aspects of Network World's growing event activities. This new position due to the expansion and growth of the Professional Development Group will oversee technical seminars, town meetings and customized events. Position includes management of staff and $5M budget. Individual will be responsible for planning events, overseeing logistics, developing event content and marketing plans, coordinating sales and customer support and preparing post event analysis. Ideal candidate will have a BA degree and significant conference and trade show experience. IT knowledge or High Tech industry experience a plus. Individual must have proven management experience and prior Presponsibility. Individual must have a track record of managing successful, new and repetitive events, be detail oriented and be able to "roll up your sleeves". *Location: Framingham, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

**Director of Marketing (NW)**
Reporting to the Publisher, the Director of Marketing will create and implement marketing strategies and effective well-rounded marketing communications programs to promote Network World and its branded products to the advertising community. In addition will direct the analysis, compilation and presentation of market data to support the advertising sales staff. This position is for a unique individual who thinks strategically and acts tactically. Travel and 8-10 years of marketing experience and management is required. Computer Industry/agency or trade publishing experience is preferred. *Location: Framingham, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

**Associate Editor, Reviews (Publish)**
Publish is looking for a talented individual to assign, edit, and write monthly product reviews. In this position the Associate Editor Reviews, will manage a stable of reviewers, recruit new writers, plan and schedule products for review. Other responsibilities include attending vendor demos, as well as represent Publish at trade shows. The ideal candidate will possess and excellent knowledge of publishing-related software and hardware, and have at least 2 years of editing experience. To be successful in this role candidates must be highly organized, have the ability to work independently and operate well under deadline pressure.
*Location: San Francisco, CA*
Contact: M. Naman, Fax: 415-975-2613, Phone: N/A, Email: mnaman@publish.com

# TRAINING TO GO!

## PROFESSIONAL DEVELOPMENT RESOURCES TO FIT YOUR SCHEDULE

**The IDG Training Department is pleased to provide** a wide variety of professional development tools including video and audio cassettes, CD-ROMs, and diskettes to all IDG employees. The *Training To Go!* library offers self-directed training in the following categories:

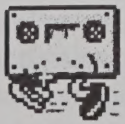
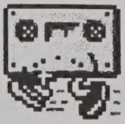
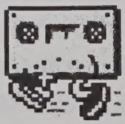
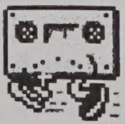
- Professional
- Management
- Human Resources facilitated programs
- Wellness

**Places where you can get a list of *Training To Go!* resources**

- **Lotus Notes** database. To find out how you can access the *Training To Go!* Lotus Notes database, please contact your IS Department, or for those without an IS Department, please contact globalcomm@idg.com
- **IDG Central website.** To request access and set up a password to IDG Central, send an e-mail to globalcomm@idg.com
- Your Human Resources Department
- IDG Training Department, 5 Speen, Framingham, MA

**To request *Training to Go!* materials**

- Complete the on-line request form in *Training To Go!*
- If you do not have access to Lotus Notes or IDG Central, you can fax your request to the IDG Training Department at 508-935-4600 or e-mail your request to Mary_Rebecchi@idg.com

**MANAGED BY THE IDG TRAINING DEPARTMENT**

## GUIDELINES

*continued from page 1*

hypertext links creates high potential for reader confusion over what is editorial vs. advertising, and IDG, therefore, has taken extra steps to prevent any such juxtaposition or confusion."

"IDG's editorial guidelines are built on the simple principle that only the editors should decide how content is presented and which content is presented," added Conlin. "The Web provides a whole host of subtle ways that such a line can be crossed, and we want to be explicit in stating that there is a line we simply cannot and will not cross in regard to respecting the interests of our readers."

"Readers and viewers are entitled to know whether they are getting content based on independent judgment and opinion or partisan messages in support of a particular company, product or cause," said *PC World* Editorial Director **Phil Lemmons**. "Readers value ads as well as editorial but hate it when ads masquerade as editorial."

Lemmons said he thinks advertisers, too, will respect IDG's commitment to editorial integrity. "Reputable companies will realize that recommendations from respected, independent, credible sources have great value to readers and vendors alike. If publications and Web sites destroy their credibility through deceptive practices, they lose their value to the industry as well as to readers and viewers."

Effective immediately, all of IDG's U.S. publications — *CIO, Computerworld, Federal Computer Week, GamePro, InfoWorld, The Internet Industry Standard, Java World, Network World, NC World, PC Games, PC World, Publish, Solutions Integrator* and *SunWorld* — will follow the new guidelines.

"We would hope these guidelines would be followed by all IDG Web publications, since they simply extend to the Web IDG's longstanding editorial ethics for print," noted Conlin.

IDG based its guidelines on the American Society of Magazine Editors (ASME) guidelines adopted last year. IDG expanded on the ASME guidelines and added two new ones to the eight suggested by ASME, calling on all its editors, publishers and advertisers to follow the new set of IDG standards. The ASME guidelines are reproduced below, with the additions made by IDG in bold.

*For more information contact IDG PR Director **Heidi Hynes** at heidi_hynes@idg.com. Phil Lemmons may be reached at phil_lemmons@idg.com; Sandy Reed at sandy_reed@infoworld.com.*

## GUIDELINES FOR IDG WEB SITES

1. The home page of a publication's Web site (or other electronic venue) shall identify the publication by displaying its name and logo prominently in order to make clear who controls the content of the site. **All editorial content is under the sole control of editors.**

2. On all online pages, there shall be a clear distinction made — through words, design, placement or any other effective method — between editorial and advertising content.

3. In the case of special advertising sections ("advertorials"), or in any other case where there is significant danger that advertising, including advertorials, will be mistaken for true, independently produced editorial content, the advertising in question shall carry the words "Special Advertising Section" or "Advertisement from (company name)" prominently at the top of each page or each body of material within a page, in type at least equal in size and weight to the publication's normal editorial body typeface. The word "advertorial" shall not be used. **Synonyms such as 'sponsored by,' 'brought to you by,' 'underwritten by' or 'supported by,' can by used in addition to the words 'advertisement' or 'advertising' but should not be used as replacements for these words.**

4. Publications shall display their logos in conjunction with the logo of another company only in custom publishing arrangements where the publication solely controls the site's content and in no way endorses the advertiser's products or services. **This does not preclude use of the logo in joint editorial projects between an IDG publication/Web site and another publication/Web site, however, the logo should never be used in a way that would cause readers or companies in the industry to question the publication's editorial independence and objectivity.**

5. Links that appear within the editorial portion of a site shall be under the sole control of the editors. No publication may sell outright — or make a condition of any advertising sale, either explicitly or by implication — a link from its editorial content to any other site. **Links from editorial content to advertisements on the site are not permitted.**

6. Neither links nor other references to special advertising sections, or "advertorials," shall appear in the table of contents, directory of contents, or in any listing of editorial content of an online publication. However, a reference to a special advertising section or "advertorial" may be placed outside editorial areas and displayed in a design different from the publication's editorial design.

7. Editors shall not create content for special advertising sections or other advertisements.

8. Publication shall require that search engines and other applications presented under the publication's brand and made accessible through the publications' Web sites perform their operations free of influence from advertising or other commercial considerations. Alterations that give greater prominence to an advertiser's site or link would constitute a betrayal of reader trust and are therefore prohibited. **This does not preclude ads on search results pages as long as all search results are under the sole control of editors.**

**9. Where technically possible, efforts should be made to avoid intentionally placing advertisements next to editorial coverage of the same product. This does not preclude ads on search results pages as long as all search results are under the sole control of editors.**

**10. Each site will provide a link from its home page to data about the site, including information on how to contact the editors as well as the site's policies on the use of information gathered in registration processes, privacy policies, use of cookies and re-use of e-mail addresses.**

## NOTEWORTHY

### PROMOTIONS

**LOISELLE**
IDG WORLD UPDATE

IDC Senior Research Analyst **Joe Loiselle** has been promoted to research manager, PC Pricing. "Joe has been a valuable part of the team since 1993 and was instrumental in the program's rapid growth," said Program Director **Brian Clarke**. "In his new role, Joe will manage the operations of the program. Simultaneously, he will continue to build on his solid reputation with clients for providing quality pricing analysis."

### NEW EMPLOYEES

**Elizabeth Dunteman** joins *Solutions Integrator* as a sales associate in the Los Angeles area, coming from Internet Business Solutions where she was a marketing coordinator. She earned a B.A. in English from Loras College in Dubuque, Iowa, and is a Habitat for Humanity volunteer.

**CHITTENDEN**
IDG WORLD UPDATE

*Solutions Integrator* also brings aboard **Sue Chittenden** as a sales associate. She previously worked at LFR Technologies in marketing and sales support. Outside the office she enjoys gardening and beachcombing.

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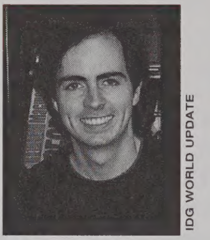
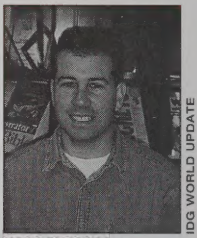
IDG Books in Foster City, Calif., has hired **Alan Home**, previously with Avid Productions, as an HTML technician. He earned a B.A. in broadcasting from San Francisco State University and follows the music and media scenes.


**HOME**
IDG WORLD UPDATE


**WALDMAN**
IDG WORLD UPDATE

**Brian Waldman** will provide general support for IDG Books' Human Resources department in his new role as human resources assistant. He has a B.A. in sociology from UCLA.

### TRANSFERS

**Benjamin Jones** has signed on as a research analyst in IDG Books' Brands and Ventures Department in Foster City, Calif. Previously, he held the same title at *The Web* and before that was a management associate at *PC World*. Benjamin earned a B.A. in history and philosophy at Yale University.

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### INTERNET COMMERCE EXPO

*continued from page 1*

was installed for the event.

Sponsored by IDG's San Mateo, Calif.-based *Solutions Integrator* magazine, The Internet Open attracted many of the industry's leading Internet commerce intranet computing, and extranet solution specialists. A prestigious panel of more than 30 industry leaders, consultants, publication executives and technology columnists served as judges. They worked in teams assigned by application category.

**Alan Alper**, editor of *Computerworld*'s *emmerce Magazine*, served as lead judge. Evaluation criteria included technical/business innovation, user-friendliness, user-efficiency, security/trust attributes, platform flexibility, visual impact and cost-effectiveness/end-user business benefit impact.

**John Russell**, editor-in-chief of *Solutions Integrator*; **John Spensieri**, president of IDG Channel Services Group; **Leo Leger**, vice president, Business Development, ICE; and Alper presided over the awards ceremony at which the winning entries were announced and presented with commemorative plaques. (A complete list of winners as well as an acompanying press release is available online at the ICE Web site: <http://www.idg.com/ice>.

IDG WORLD UPDATE

**SOLUTIONS INTEGRATOR MAGAZINE SERVED AS SPONSOR OF THE** *ICE Internet Open. Above,* ***John Spensieri****, president of Channel Services Group, which publishes the magazine, is flanked by (left)* ***Catey DeBalko****, director of marketing, and* ***Amanda Lawatsch****, marketing coordinator.*

"The Internet Open responds to the needs of our enterprise buyers who wanted to get beyond theory to see real-life, installable Web-based applications," noted ICE President **Ron Milton**. "It is a bridge between the intellectual property of the ICE Conference Program and the products and services being shown in the exposition. We view it as a distinguishing feature of this and future ICE events, and, a key reason why ICE has quickly established itself as a premier educational and marketing forum in the Internet marketplace for leading-edge vendors and motivated buyers," he said.

Upcoming ICE U.S. events include Los Angeles (L.A. Convention Center) Sept. 22-25 and Boston (World Trade Center) March 22-25, 1999.

Information on ICE is available online at <http://www.idg.com/ice> or by calling 1-800-667-4ICE.

*For more information contact* ***Ken Norton****, director, Media Relations at: ken_norton@iceexpo.com.*

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**SIXTEEN YEARS**
Grace Castro - InfoWorld

**FIFTEEN YEARS**
Juan Manuel Sáez - IDG Spain

**FOURTEEN YEARS**
Karen Lincoln - Network World

**THIRTEEN YEARS**
Rich Mikita - Computerworld
Mª Dolores Hermosell - IDG Spain
Ramon Nacenta - IDG Spain

**TWELVE YEARS**
Robert Wells - IDG Australia
Judit Fülöp - IDG Hungary

**ELEVEN YEARS**
Nancy Grant - InfoWorld

**TEN YEARS**
Mindy Blankenship - InfoWorld
Lotte Davidsen - IDG Denmark

**EIGHT YEARS**
Claudia Sans - IDG Argentina
Myriam Contreras - IDG Argentina

**SEVEN YEARS**
Barbara Sullivan - Network World
Sharon Chin - Computerworld

**SIX YEARS**
Ruth Sager - IDC
Daphne Cheng - Computerworld Taiwan
Allen Wu - IDG Taiwan
Krisztina Havadi - IDG Hungary
Gábor Révész - IDG Hungary

**FIVE YEARS**
Ellen Fanning - Computerworld
Zena Savage - Computerworld
Jitka Hozova - IDG Czechoslovakia
Paul Johnston - IDC
Drew Moore - IDG Books

**FOUR YEARS**
Maureen Whiting - Network World
Lorraine Cosgrove - IDC
Gregory Owensby - IDG Books
Helen Saraceni - IDG Books
Attila Schopp - IDG Hungary

**THREE YEARS**
Michael Parsons - InfoWorld
Henry Morris - IDC
Maridee Ennis - IDG Books
Ellen Camm - IDG Books
Stefan Bader - IDG Germany
Brian Kornegay - IDC Singapore
Aileen O'Donnell - PC Advisor (U.K.)
Arlene Hsu - IDG Taiwan
Vicky Chung - PC World Taiwan
Andrea Sziebig - IDG Hungary

**TWO YEARS**
Valjean Brookshaw - InfoWorld
Felicia Howell - InfoWorld
Thomas O'Brien - InfoWorld
Glen Kunene - IDC
Rachel Garvey - IDG Books
Nancy Price - IDG Books
Karen York - IDG Books
James Conley - IDG Books
Jens-Peter Meesenburg - IDG Denmark
Robert Vanglo - IDG Denmark
Ching Lee - IDG Taiwan

**ONE YEAR**
Elisa Scheuermann - Network World
Jasmine Huffman - Computerworld
Jarmila Frejtichova - IDG Czechoslovakia
Amy Harris - IDC
Heidi Sander - IDC/LINK
Joan Eicher - IDG Books
Robin Seaman - IDG Books
Jason Boss - IDG Books
Edmund Penslien - IDG Books
Liza Algar - IDG Books
Rene Erdem - PC World
Billy Chang - IMS Taiwan

### COMING SOON...
## AIDS WALK BOSTON
### SUNDAY, JUNE 7

**Watch for more details in the April 20th issue of *U.S. Update*.**

## Reserve Hotel Rooms Now for E$^3$

### IDG employees eligible for free floor passes

IDG employees interested in attending the Electronic Entertainment Expo (E$^3$) in Atlanta May 27-30 should make their plans immediately, as more than 9,000 hotel rooms have already been booked.

IDG employees can browse the exhibit floor for free if they indicate they are an IDG employee when registering; the regular charge is $45 by pre-registration and $75 at the door. To avoid waiting in line onsite to receive your floor pass, pre-register by April 24.

Spanning more than 40 football fields, E$^3$ focuses on interactive entertainment and education products for a broad range of digital and leisure time interests and demographics. Over 450 of the world's leading interactive software companies will display the hottest products the industry has to offer.

E$^3$'s schedule is: May 27 (workshops), May 28-30 (conference) and May 28-30 (exhibits).

For more information or to register online, go to <http://www.e3expo.com>. Or, call the fax-on-demand service at 1-800-315-1133 (callers outside the U.S. should dial 781-551-9800).

For accommodations, contact the official housing service, Convention Management Resources, at 1-800-804-4337 (callers outside the U.S. should dial 415-979-2295).

Airfares may be booked through IDG Corporate Travel in Framingham, Mass. (tel: 508-820-8686 or 1-800-743-4432) or San Francisco (tel: 415-267-1740 or 1-888-234-8777). To ensure that you receive the discounts available to IDG employees, cite the following meeting ID numbers: Delta Airlines (107296A) or United Airlines (518XW).

E$^3$ is owned by the Interactive Digital Software Association and managed by IDG World Expo and IDG Expo Management.

## CELEBRATING 10

# Karin Lorenz

**HOME:** Framingham, Mass.

**JOINED COMPUTERWORLD:** November 1987.

**CURRENT TITLE:** Traffic Coordinator. I compute container reports for *Computerworld* and also *Network World* and *Federal Computer Week*, submit postal forms, audit freight bills, check flights, audit print bills.

**MOST CHALLENGING PART OF YOUR JOB:** Auditing freight and print bills for the three publications on a weekly basis, which saves the company at least $20,000 to $30,000 a year.

**WHAT'S KEPT YOU AT IDG FOR 10 YEARS?** The people I work with and the job I do.

**INTERESTS OUTSIDE THE OFFICE:** Baking, gardening, reading, symphony and opera.

**WHAT'S THE MOST REWARDING THING YOU'VE EVER DONE?** I was able to spend a lot of time — five trips in two years — with my mother in Germany when she was very ill. I am originally from Weimar, Germany, but came to the U.S. in 1967.

**DREAM DESTINATION:** Australia.

**WORDS TO LIVE BY:** Do unto others as you would have them do unto you.

**WHAT IS THE LAST GOOD DEED YOU DID?** When a good friend of mine was ill, I spent two months helping out with housework and food shopping and called every day to check in.

**FIRST JOB:** Salesgirl at a department store in Germany.

**IDG CHAIRMAN PAT McGOVERN ESCORTS KARIN LORENZ TO** *dinner at Boston's Ritz-Carlton in honor of her 10 years of service to the company.*

**YOUR IDEA OF A PERFECT DAY ALONE?** Listening to classical music and working on a crossword puzzle book.

**FAVORITE VACATION SPOT?** Aruba.

**IF I COULD DO ONE THING OVER:** I wouldn't change anything — I'd do it the same all over again.

**MANAGER'S PROFILE:** "Karin is a diligent, conscientious, contributor to the Distribution department. In her 10 years with *Computerworld*, Karin has always been receptive to putting in that extra effort. Her meticulous attention to detail has consistently resulted in outstanding cost savings to the company year after year."

- ***Pat Walker**, traffic manager,*
*Computerworld /Network World*

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 75 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 15

April 13, 1998

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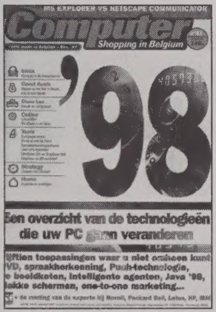
**IDG BOOKS AND PUBLISH COLLABORATE ON PUBLISHING 2000 SEMINAR AT SEYBOLD**
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

# License Signed for *PC World Belgium*

With this month's appearance of *PC World Belgium* the product line now boasts 63 editions around the globe.


MS EXPLORER VS NETSCAPE COMMUNICATOR
Computer
Shopping in Belgium
'98
Een overzicht van de technologieën die uw PC gaan veranderen
Vijftien toepassingen waar u niet omheen kunt
DVD, spraakherkenning, Push-technologie,
beeldketen, intelligente agenten, Java '98,
platte schermen, one-to-one marketing...

**LATER THIS MONTH,** *Computer Shopping will be transformed into PC World Belgium.*

Earlier this month IDG International Publishing Services' Licensing division signed an agreement with Best of Publishing Publisher **Jean de Gheldere** for a *PC World Belgium* that will be printed in two versions, one in French and one in Flemish, the two official languages of Belgium. Circulation is expected to be 35,000 copies a month in Belgium and Luxembourg.

De Gheldere plans to merge *PC World* content into his current magazine *Computer Shopping*. "The usual sections we had will remain the same in *PC World Belgium*," he said. "We will also develop a specific section dedicated to the 'shopping aspect' of buying a computer or any related product or service. In April we will change *Computer Shopping* into *PC World*. The readers will receive a letter saying

• CONTINUED PAGE 7 •

# IDC Plans Under Way for Asia/Pacific IT Forum

### IDC and IDG offices collaborate for October event in Sydney

**THE PEOPLE BEHIND THE FIRST ASIA/PACIFIC IT FORUM INCLUDE (L-R) IDC** *Australia Sales Executive **Terina Scott**, IDC Australia Marketing Services Manager **Mike Cleary**, IDG Events Management Manager **Catherine Ross** and Vice President IDC South Pacific Region **Len Rust**.*

IDC's European IT Forum has become a must-attend event for IT purchasers and suppliers in Europe, and now it's time for the Asia/Pacific region to have a similar gathering to call its own.

Preparations are well under way for the first Asia/Pacific IT Forum, to be held Oct. 25-28 in Sydney. Senior IDC consultants and 20 internationally recognized industry leaders from major IT vendors headline the speakers list. They will examine the present and future effects that information technology will have on business and the opportunities and challenges these changes present.

**Len Rust**, vice president of IDC South

• CONTINUED PAGE 5 •

## IN BRIEF

## *China Computer Reseller World* Enters Market First

电脑商报
China Computer Reseller World
这一"部" 一大步
汉诺威九八
COMDEX/China
电脑·电脑商·电脑商报

IDG charted new territory in the People's Republic of China last month by introducing the country's first computer channel publication at Comdex/China '98.

*China Computer Reseller World* is a weekly, full-color tabloid newspaper with a controlled circulation of 60,000. The first issue had 68 pages and 34 ads. The Beijing-based publication is a joint venture between IDG and a new partner, the China Electronics News Agency, which is part of China's Ministry of Electronics Industry.

"With the launch of *China Computer Reseller World*, IDG is responding to the growing demand in China for accurate and timely information on China's computer distribution network," said IDG Chairman **Pat McGovern**.

IDC predicts that China's total IT market will reach $21.5 billion by 2002, up from $7.3 billion in 1997.

IDG established publishing operations in China in 1980 and now has 18 publications there with a combined readership of more than 18 million. 🖳

### SHORT TAKES

**IDG Books recently had four books on the *Business Week* bestseller list,** eclipsing its previous total of three titles. The April 6 issue listed *Investing For Dummies* (No. 10); *Personal Finance For Dummies* (No. 13), *Home Buying For Dummies* (No. 14) and *Taxes For Dummies* (No. 15).

■ ■ ■ ■ ■ ■

**IDC has entered into a joint venture with Relevant-Knowledge,** the first company to provide statistically reliable national audience projections for the World Wide Web. IDC will incorporate data from Relevant-Knowledge's Web measurement product and use the statistics to publish research studies analyzing and projecting Web usage trends on a quarterly basis.

■ ■ ■ ■ ■ ■

**Network World will have an expanded sponsorship role at NetWorld+Interop 98** Las Vegas, which will be held May 4-8. NW's prominent programs at the event include a high-level debate about "thin clients," (i.e., network computers), a career fair, Network World TV, editorial coverage and Net Bowl '98, an industry trivia game.

## Kelly Conlin Named to *min*'s "People to Watch" List

min magazine
1997 in Review
Top Performers
Big Deals
Hot Categories
Publishing's A List
Plus

IDG President **Kelly Conlin** has been tapped as one of the "Top People in Business Magazines" by *Media Industry Newsletter*'s year-in-review issue.

A glossy four-color publication, *min magazine 1998* features a month-by-month look at important media industry events in 1997 as well as "People to Watch" sections for business magazines, consumer publications and other categories.

"Launching new products and generally riding the crest of the fast-growing IT market is nothing new for Kelly Conlin and IDG," read the profile. "Still, 1997 was an exceptional year for Conlin and IDG...IDG logged a 12.9% jump in revenue and 7.6% ad-page growth. Under Conlin's leadership, IDG launched 20 new publications last year, and he anticipates as many in '98."

Conlin shared the business section spotlight with Gordon Hughes, president of American Business Press; John Wickersham, president and CEO, Bill Communications Inc.; and Terri Holbrooke, president, ZD Brand and Market Services.

A weekly with a circulation of 17,000, *Media Industry Newsletter* targets ad agency presidents, media directors, Fortune 1000 marketing directors and publishing executives. 🖳

### NEWS YOU CAN USE

The IDG News Service maintains an Events Calendar listing IT trade shows and conferences — IDG and non-IDG events alike — around the world.

The calendar can be found on the password-protected News Service Web site (http://www.idgns.com) which is accessible to all IDG employees. Events can be viewed by city, country, region and other categories.

To list events or add to existing information, contact IDG News Service Chief Copy Editor **Jon Skillings** at jon_skillings@idg.com.

### CORRECTION

**The March 23 issue of *IDG World Update* contained an incorrect URL for the PC World Brand Awareness Survey results. The correct URL is: <http://www.brand-awareness.de>.**

## ON LINE

**PAT McGOVERN**

*IDG's chairman is this week's columnist.*

**Q I have heard reports in the business press that spending for IT by users is slowing down. How can IDG continue to grow at double-digit rates if the IT industry itself is not growing as rapidly?**

A According to IDC figures, spending for IT products and services worldwide in 1998 is expected to be $835 billion, a 10.6% increase over 1997. For the first three months of 1998, IDG's revenue grew by 11.3%, 7% faster than IT market growth.

Our goal at IDG is to grow faster each year than the underlying IT market. This is because as IT users have larger investments in IT products and services, the decisions they make about their use have greater economic importance. Therefore, the value to them of information about IT technology, products, vendors and applications is proportionately greater.

We are confident that IDG can continue to grow faster than the IT market. IDC forecasts that the average annual rate of growth of IT spending over the next five years will be 10.2%. Therefore, IDG should continue to achieve double-digit growth rates in revenue.

**Based on your 34 years of experience at IDG, what two business practices have you found make a large influence on the success of an IDG business unit?**

The first business practice is a regular survey of the needs of a business unit's customers and prospects. IDG business units that make such an independent survey at least twice a year (and ideally four times a year) have consistently grown more rapidly, been more profitable and had higher employee satisfaction than business units that do not employ this key information gathering method. Business results in the current year reflect the quality of products and the effectiveness of service given to customers in the prior year. So, it is unwise to wait until accounting reports say business results are weak to begin to react. It is important to detect changing levels of customer satisfaction in the current year so that the downturn in business results in the subsequent year does not happen.

Also, such customer evaluation surveys detect emerging new needs among customers and prospects. This gives our business units the intelligence they need to get an early start on launching new products and services and, thereby, they are able to garner all the benefits associated with being the "first mover" in emerging markets.

The second business technique has been to reach out into the best universities located near our business units and invite outstanding students to work at our business units during the summer and part-time during the school year. Business units that run such intern or fellowship programs can attract outstanding young people into their companies and evaluate them and select which of these young people have the skills and talents necessary to grow their business unit in the long-term. They then can establish a relationship with these promising young students to motivate them to join the business unit after they get their degrees.

I have found over the past three decades that business units that regularly run such programs have more business success than others because they are constantly bringing in the very capable young employees who are able to sustain the long-term competitive success of their business unit.

**How many employees do we have in China? How fast is China growing for IDG? Do you think IDG can maintain its competitive advantage there?**

We currently have 700 people working for our wholly-owned or joint venture businesses in China. Over the past 18 years, our businesses in China have been growing over 50% a year. We now have an 85% share of the market for computer-related publications, books and expositions in China.

We continue to expand rapidly in China. In the last six months, we have launched many new projects in China such as *China Computer Reseller World*, *Internetworld* and a weekly *PC World*. We have also expanded into the consumer publishing market by launching *Cosmopolitan China*, a women's service magazine, and *Music Fan*, one of the leading popular music magazines in China.

As China continues to have the fastest growing GNP of any major country, we know more and more competition will exist in China. But, we are committed to continuing to grow rapidly in China and to maintain our position as the largest technology information company in that country.

**Africa is the last remaining continent where IDG has publications in only a few of the national markets. What are IDG's plans to grow in Africa, and what is the reason for the small size of the IT market in Africa?**

IDG, in fact, has five IT publications in Africa, by far more than any other company. We have publications in Egypt, Zimbabwe, Kenya and South Africa. These publications are also distributed in Uganda, Malawi, Zambia, Tanzania and Botswana. The IT market in Africa has been restrained in its growth because of slow development of the support infrastructure that an IT market needs, such as an access to education and training in computer skills, a reliable and available telecommunications and electrical power system, etc. However, Africa is now making promising progress in developing its IT support infrastructure, and we expect that Africa will be the greatest area of growth in the number of countries in which IDG publishes over the next 10 years.

# IDG Books and *Publish* Collaborate at Seybold

## Experts discuss publishing in 2000 at Seybold Seminars in New York

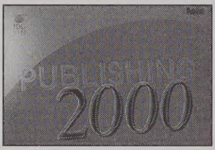
What are the top five technologies that will revolutionize publishing by the year 2000? About 40 high-level reporters attended the first IDG Books-*Publish* industry experts luncheon at Seybold Seminars '98 in New York earlier this month to find out.

The panel of experts included Janine Warner, Web designer and IDG Books author; Ted Alspach, publishing consultant and IDG Books author; Clement Mok, information architect and designer; and Ira Finkelstein, senior vice president and director of print services for ad agency BBDO; and George Cacioppo, vice president and general manager of the Enterprise Product Division at Adobe Systems. The panel was moderated by *Publish* President and Publisher **Gene Gable**.

"As an industry, the real story is how different types of technology can work together as collaborative technologies," Gable said in his opening remarks. He then presented findings from a *Publish* survey on the difficult technology choices facing publishers and graphic designers.

**DISPLAYING SOME OF THEIR** *co-branded books are (left to right)* ***Steve Sayre****, associate publisher, IDG Books Professional Publishing Group;* ***Michael Roney****, senior acquisitions editor, IDG Books Computer Publishing Group; and* ***Gene Gable****, publisher, Publish magazine.*

The Macintosh still commands a strong lead among publishing and graphic arts professionals, but the platform's position is clearly threatened by Windows machines, particularly those running the Windows NT operating system," he said. "As corporate pressure for compatibility increases and software development turns increasingly toward multi-platform support, publishers and graphic designers are facing very difficult technology decisions."



According to figures released at the luncheon, 32% of publishing professionals exclusively use the Macintosh, compared to 24% who work with Windows only. Nearly 28% consistently use both Macintosh and Windows platforms, and 11% have a mix of Macintosh, Windows and Unix systems.

According to **Andrea Burnett**, IDG Books' technology publicity manager, the purpose of the upscale, invitation-only luncheon was to build brand equity for IDG Books' technology division and *Publish* and gain exposure for the authors of the new IDG Books-*Publish*-branded books. "This event was a win-win opportunity for us all. It went spectacularly," she said.

The idea for the event was spawned during a sales conference when IDG Books Acquisitions Editor **Michael Roney** talked about the *Publish* co-branding agreement. "We thought this was a perfect opportunity to promote ourselves as the technology leaders for these particular topics," Burnett said. "We're hoping it can be biannual or even quarterly," she continued. "We want to position it with the most appropriate show for whatever topic we want to tackle. This year Seybold was the match. And we're hoping to work with Seybold for its next show in San Francisco."

Burnett said only 50 high-profile journalists were invited to the luncheon, and journalists from *The New York Times* to *Publishers Weekly* to *Family PC Magazine* attended. "We wanted to start out a little small. Even if we got the 50 most credible journalists from reputable print publications then we'll get a lot of coverage. Hopefully, the next one will double in size. And in the future we're hoping to invite international media."

### THE EXPERTS' CRYSTAL BALL

**"Our mindset is the biggest hurdle our industry has to face, not understanding the technology. In my offices, I've watched the staff size and the skill set of my employees shift dramatically over the past three years. Today, 80% of the work done for clients is Internet-related, compared to under 5% three years ago." — Clement Mok, information architect**

**"Once Adobe Illustrator released its upgrades for both PC and Macintosh simultaneously, the platform became irrelevant. I predict graphics publishers will stop development on Macintosh products at some point soon, and this will contribute to further deterioration of Macintosh market share." — Ted Alspach, publishing consultant /IDG Books author**

**"Publishing and Web authoring tools need to work together in cross-media platforms." — George Cacioppo, Adobe Systems**

### IDG BOOKS-PUBLISH CO-BRANDED BOOKS

- **PhotoShop 4 Studio Secrets**
- **Illustrator 7 Bible**
- **Painter 5 Studio Secrets**
- **Photoshop and Illustrator Synergy Studio Secrets**
- **Illustrator 7 Studio Secrets**
- **Official Kai's Power Tools Studio Secrets**

**For more information contact Andrea Burnett, IDG Books' tech publicity manager, at 650-655-3135.**

# Asia/Pacific Forum Sponsorship Sales Spur Global Cooperation

Selling sponsorship packages to major vendors for the Asia/Pacific Forum is a worldwide IDC effort. IDC Australia Managing Director **Len Rust** and Sales Executive **Terina Scott** are coordinating sponsorship sales and working with the following individuals:

**Cort Isenhagen** - IDC Asia/Pacific (Singapore)
**Nathan Hill** - IDC Asia/Pacific (Hong Kong)
**Selinna Chin** - IDC Malaysia
**Kenji Muto** - IDC Japan
**Lisa Cosmas** - IDC West
**MaryAnne Sinville** - IDC Framingham
**Y.S. Hong** - IDC Korea
**Myriam de Greef** - IDC Belgium
**Dinesh Kumar** - IDC New Zealand

**Dennis Philbin**, vice president/managing director of IDC Asia/Pacific, and **Elise Van Dam**, director of conferences and events at IDC U.S., have also provided assistance.

Companies that have made verbal agreements to be gold-level sponsors are Silicon Graphics, Andersen Consulting, Unisys, 3Com, Microsoft, IBM and Computer Associates, Novell and Compaq; seven other major vendors are on the verge of making a commitment. Gold-level sponsors gain a number of benefits, such as the following: providing a high-caliber speaker to address the Forum on a topic of general interest (topic to be approved by Forum organizers); complimentary attendance for five senior staff or clients; discounted admission for additional guests; company logo on all signage related to the Forum and a two-page spread showcasing the company within the delegates' program.

Silver sponsorships will be available to companies interested in hosting special events such as the golf tournament, yacht race and gala ball. Companies that opt for gold-level sponsorship may also elect to rent exhibit space in the hotel.

Once the sponsors are set, the same IDC representatives mentioned above will be involved in encouraging their clients to attend. A number of other IDC colleagues around the world have already contacted IDC about attendee sales.

*For more information on sponsorships, contact Len Rust at lrust@idcresearch.com.*

## IDG AUSTRALIA TAPPED AS PRODUCER FOR ASIA/PACIFIC IT FORUM

**IDG Events Management, a division of IDG Australia, is producing the Asia/Pacific IT Forum. Manager Catherine Ross and her team are handling everything from booking the hotel to organizing the social functions to hiring the staging company.**

**Located just two miles apart, the Australian publishing and market research offices have a long history of cooperative efforts. IDC helped sell seats for IDG's first, and highly successful, *CIO* Informat conference in Sydney last month. The two offices often provide speakers for each others' events, and IDG periodically has a booth at IDC's annual Directions conference.**

**IDG Australia, as well as other IDG offices throughout the region, will also be running ads for the Forum in its publications.**

**For more information on attending the Forum, contact Catherine Ross at catherine_ross@idg.com.au.**

## IT FORUM

*continued from page 1*

Pacific and managing director of IDC Australia, which is hosting the Forum, said the event is perfectly positioned, given the turbulent times that some Asian countries are experiencing.

### Economic powerhouse

"It's long been IDC's view that the Asia/Pacific region is the key to the next phase of IT development," he said. "Despite the current climate of uncertainty, the region is still widely expected to be the economic powerhouse of the next century. And with technology and global services at the heart of its growth, it is important that we gather the best industry brains in one place to discuss ways of ensuring that the challenges of this next phase are met and capitalized upon."

This is the first time the regional IT industry has had an event of this kind, both in terms of content and magnitude. In addition to the large number of prominent speakers, 300 to 400 attendees are expected, although IDC is aiming for up to 600 people to come from throughout the region.

### Government involvement

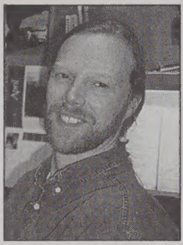
The New South Wales state government has expressed interest in participating and may host a reception or have an official welcome of some kind. IDC Australia is also trying to get the Australian federal government involved, such as through a letter from the prime minister to the delegates.

In addition to listening to presentations, attendees will have the opportunity to network with their peers during a variety of social events, including a gala ball and recreational activities such as yachting and golf.

Long-term plans call for the IDC Asia/Pacific IT Forum to be held in a different location each year after 1999; Sydney will host the first two events.

## NOTEWORTHY

### PROMOTIONS


BUSSE

IDG WORLD UPDATE

IDG News Service Senior U.S. Correspondent **Torsten Busse** is now the News Service's San Francisco bureau chief. "Torsten has continued to build on the leadership and news management skills he developed as our senior European correspondent," said **Rob Garretson**, IDG News Service editor-in-chief. "Almost from the day he joined the News Service in Munich four years ago, Torsten has taken the initiative in spearheading many of our most successful regional and global collaborative reporting efforts."

ESSICK

Former IDG News Service U.K. Correspondent **Kristi Essick** is now senior European correspondent. "Kristi hit the ground running the day she joined the News Service in San Francisco two years ago," Garretson said, "and since moving to London last year has effectively leveraged her experience covering the center of the global IT industry. She is also leading collaborative regional and global reporting efforts, assisting with news desk functions and filling in as needed for regional desk editors."

**Brian Degen**, IDC director of publishing services and technologies (PS&T), has been promoted to vice president of PS&T. "Brian is a valuable member of the IDC management team," said Senior Vice President **Vicki Brown**. "His business acumen and strong process/manufacturing skills have not only enabled IDC to obtain new customers and keep existing ones but also to gain greater leverage across IDC worldwide. I think I speak for many of us at IDC when I say that we greatly appreciate Brian's contributions to IDC in the past two and a half years and look forward to working with him in years to come."

AZAR

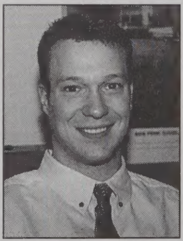
IDG WORLD UPDATE

Four employees in CIO's Executive Programs (EP) division were recently promoted. **Robin Azar**, formerly manager, program development, is now director, programs, event development and planning. She will be responsible for the development and coordination of individual programs, event marketing direction, among other support, sales and editorial duties. "Robin joined Executive Programs as manager of program development after two years in CIO's marketing department providing sales support and market insight," said **Sara Evangelous**, manager of program marketing communications. "She was a key contributor to the launch of *WebMaster* and also helped develop CIO's online advertising business."

FUCE

IDG WORLD UPDATE

**Brian Fuce** has been promoted to manager, fulfillment, from EP traffic administrator, coming to CIO in January of 1995 from IDC. "If it left our department, Brian made it happen," said **Lynda Rosenthal**, senior vice president and general manager, executive programs at CIO. "Brian will bring his excellent organizational skills to managing our fulfillment department, while retaining responsibility for EP's inventory, printing all in-house collateral, office equipment, supplies, mailings and shipping."


DRAPER

IDG WORLD UPDATE

**Jeremy Draper** has been promoted to program marketing specialist, executive programs, from program marketing coordinator. "Since joining CIO in the fall of 1996, Jeremy has been invaluable to Executive Programs, assisting in the creation of marketing collateral, fulfillment and direct response for CIO conferences and events. Jeremy coordinates marketing materials — editing, rewriting, proofreading and assisting with the layout of collateral, managing letters and correspondence in EP databases, coordinating presenter audio/visual requirements and interacting and supporting our Corporate Sponsors. He's a powerhouse."

HUGHEY

IDG WORLD UPDATE

**Sandi Hughey** is now administrator, event development and finance. In her new role, Sandi will provide speaker and hotel support and logistical coordination for all CIO Executive Programs. "Sandi has played a key role in developing a meeting planning model for several of our new events," said Robin Azar, director, event planning and development. "She has always been a team player and is very focused on ensuring success at every event." Sandi will continue to be responsible for receivables and payables, including invoice tracking, contract administration and report processing. Sandi is also a certified scuba diver and country line dance instructor.

NICKOWITZ

IDG WORLD UPDATE

**Allyson Nickowitz** has been promoted from senior designer to deputy art director of *Network World*'s *Intranet Magazine*. "Allyson has been a publication designer for more than eight years," said Design Director **Rob Stave**. "During her time at *Network World*, she has demonstrated immense design talent, tremendous team spirit and an undying positive attitude. In her new role, Allyson will be taking a pro-active role in concept development for Intranet features and covers, as well as leading training for the design staff," Stave said.

### NEW EMPLOYEES

**Mark van der Bend** joins IDC as its Benelux financial controller. His main responsibilities will maintaining financial reporting and control over the Benelux region, comprising the country office and three European Expertise centers based in Amsterdam. Prior to joining IDC, he worked as a controller for the Dutch software development company Tasking BV, which has nine international offices.

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**FOURTEEN YEARS**
Valerie Sanclemente - IDG Paper Services
Bob Wallace - Computerworld

**TWELVE YEARS**
Kazuhiko Kajihara - IDG Japan

**TEN YEARS**
Richard Pastore - CIO
Patricia DeBiase - IDG
Gabriele Arioli - IDG Italy

**NINE YEARS**
Erik Müller - IDG Denmark

**EIGHT YEARS**
Jayne Salinger - Publish

**SIX YEARS**
Derek Slater - CIO
Steven Fricke - IDG Marketing Services
Christopher Willard - IDC
Yuriko Tejima - IDG Japan

**FIVE YEARS**
Slavomir Prochazka - IDG Czechoslovakia
Christina Turner - IDG Books
Jan Henning - IDC Australia

**FOUR YEARS**
Mary Beth Welch - Computerworld
Kathleen Cox - IDG Books
Shawne Burke Pecar - PC World
Patricia Peng - IDG Singapore

**THREE YEARS**
Thomas Copeland - IDC
Leslie Poppleswell - IDG Books
Richard Graves - IDG Books
Ron Gibson - IDG Central Services
Lucy Docherty - IDC U.K.
Stuart Green - PC Advisor (U.K.)

**TWO YEARS**
Mariciel Basallo - InfoWorld
Thomas Debolski - IDG Books
Cassandra Yamamoto - IDG Books
Kurt Krames - IDG Books
Satoshi Yoshida - IDG Japan

**ONE YEAR**
Mark Nichoson - Publish
Maggie Mischel - Publish
Joshua Dean - FCW Gov't Tech. Group
Sharon Smith - Network World
DeForest Smith - InfoWorld
Joell Smith - IDG Books
Judy Millisor - IDG Books
Jeff Hudson - IDG Books
Kimberly Darosett - IDG Books
Sofia Marchant - IDG Books
Christine McGovern - PC World
Yoshiko Mimura - IDG Japan
Bettina Baasch - IDG Germany
Svenja Brosien - IDG Germany
Dawnett Gordon - IDG U.K.
Paolo Lombardi - IDG Italy

## IDG Central Names Winner in Contest

LEE

Terry Lee of IDG Australia is the lucky winner of a 3Com Palm Pilot personal digital assistant. His name was selected in a random drawing of all those who read the March 23 issue of *IDG World Update Online* via the company's intranet, IDG Central. The contest was sponsored by IDG Global Communications. To request a login and password for the site, send an e-mail to globalcomm@idg.com.

## NEW LOCATION FOR IDG PAPER SERVICES

**IDG Paper Services, Inc.**
**500 Old Connecticut Path**
**Framingham, MA 01701**

**Robert Ainsworth, director**
**tel: 508-820-8200**
**fax: 508-872-2364**

**Valerie Sanclemente, manager**
**tel: 508-271-8011**
**fax: 508-875-7829**

**Sally Shrout, administrator**
**tel: 508-271-8012**
**fax: 508-875-7829**

**PCW BELGIUM**
*continued from page 1*

that we are now in partnership with IDG and explain that it's a win-win situation by which we increase the quality of the titles and they get a much better value for their money since the information is much more accurate and up-to-date."

De Gheldere said he sees Ziff's *PC Magazine* and VNU's *Computer Magazine* as being *PC World Belgium*'s chief competition. "The competitive advantage we have over *PC Magazine* is that they only publish it in Dutch, and they don't cover the entire country," he noted. "The other advantage we have on both of them is that we have two additional magazines, one Mac-dedicated and the other is an Internet business-to-business magazine called *Inside Internet*. We can, of course, do a lot of cross-selling and cross-promotions to increase visibility and readership. On top of this, we are the No. 1 Belgian publisher of computer books. We sell over 35,000 in Belgium a year."

IDG previously had a license agreement in Belgium with DWR that was dissolved in 1996, according to **Suzanne LePage**, IPS licensing administration and support manager.

**Contact information**
Jean de Gheldere
Best of Publishing
Rue Redenbachstraat 70
B-1190 Brussels Belgium

http://www.best.be
Tel.: 32.2.346.48.50
Fax: 32.2.346.43.65

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- **Gilles Renard,** managing editor (gilles@best.be)
- **Jean de Gheldere**, publisher (jean@best.be)
- **Aldo Lotens**, sales and advertising manager (aldo@best.be)
- **Olivier Gatot,** production and layout coordinator (gatoli@best.be)

## CELEBRATING 10

# Nancy Sterling Grant

**HOME**: San Jose, Calif.

**JOINED INFOWORLD**: April 1987 as Circulation Manager II.

**CURRENT TITLE:** Senior Circulation Promotion Manager. I am responsible for acquiring all new subscribers for *InfoWorld* and traffic generation for InfoWorld Electric. I also manage list rental and do all the financial reporting for the department.

**WHEN YOU STARTED, DID YOU THINK YOU'D BE HERE FOR 10 YEARS?** I hoped I could stay a while. I knew I had found a jewel in this company. It has tremendous integrity and a caring philosophy toward people. I also liked the decentralization and sense of entrepreneurship here.

**FAMILY:** Husband, Steve, and daughter, Alexandra, age 7.

**WHAT'S THE MOST REWARDING THING YOU'VE DONE, AT THE OFFICE OR OUTSIDE IT?** Being a mom. It forces you to confront things you never would do otherwise. It makes you a better person and a better manager of time, money and people. Those skills end up helping you in your work, too.

**DREAM DESTINATION:** Anywhere near an ocean.

**IF I COULD DO ONE THING OVER:** I would have gotten my degree in computer science. I love computers, but unfortunately, I didn't know that when I was in school. Besides, those people make a lot of money!

**FIRST JOB OUT OF HIGH SCHOOL:** Library assistant at the University of Arizona.

**IDG CHAIRMAN PAT MCGOVERN RECENTLY ESCORTED** ***Nancy Sterling Grant*** *to dinner at the Ritz-Carlton Hotel in San Francisco in honor of her years of service to the company.*

**BEST PART OF MY JOB:** Direct marketing has measurable results. I also thrive on the variety and the fast pace. It really exercises your brain cells!

**LATEST ACCOMPLISHMENT:** Doing a circ increase in January with a mailing the last week of November. Talk about sweating bullets! It's the worst time of the year to mail, and we were going through a conversion to the new qual form at the same time. We had to push everything we could to the application on the Web, because we only had short time to get everything keyed and processed.

**MANAGER'S PROFILE:** "Nancy is an incredible team player. She's willing to take on projects very much outside the realm of her duties. She is always wanting to learn more in many areas. She loves technology and has been a huge asset to this company over her 10 years."
— ***Barbara Ruffner****, InfoWorld, vice president of circulation*

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 75 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number16

April 20, 1998

**PC WORLD CHINA WEEKLY GAINS STRONG ADVERTISING SUPPORT**
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**PC WORLD ILLUSTRATION SELECTED FOR TWO PRESTIGIOUS AWARDS**
PAGE 2

**JAVAWORLD PRODUCES ONLINE SHOW DAILY FOR CORE MARKET**
PAGE 4

# IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

## IDG's Finnish Partner Launches *IT-Kanava*

Finland finally has a channel publication to call its own. *IT-Kanava*, published by the Talentum Publishing Company, an IDG licensee, debuted in February with a controlled circulation of 5,000 and an estimated readership of 20,000.

IDG now has 18 channel publications around the globe.

The name *IT-Kanava* translated into English is "IT Channel." The monthly publication targets all data technology retailers and importers in Finland. The articles focus on channel selling and its challenges, ways to increase efficiency, marketing techniques, brand image advertising and information on services and new products.

IT·KANAVA
Bill Gates
Pertti Ervi: C2000

Editor **Jukka Viitasaari** said the company had been considering a channel publication for a few years but waited until Finland emerged from its economic recession. "When our neighbor countries — Norway and Sweden — successfully launched their channel magazines, we decided to launch our own. We did not want to be 'early

• CONTINUED PAGE 7 •

## Grassroots Sales Effort Emphasizes Breadth, Depth of IDG Resources

### Ad sales reps from IDG's U.S. enterprise weeklies find winning formula in integrated sales approach

FREE!
Thin-Client/Server Computing
Citrix

IDG WORLD UPDATE

**"WE DIDN'T EVEN KNOW WHERE EACH OTHER'S OFFICES WERE BEFORE WE BEGAN** *working together," says IW Regional Manager* ***Carol Fountain*** *(center), who, along with CW Senior District Manager* ***Laurie Marinone*** *(left) and NW Senior District Manager* ***Donna Pomponi****, display the Citrix insert running in all three of their publications this month.*

At a breakfast meeting late last summer, sales reps from three IDG publications sat down and cooked up the beginnings of an innovative plan to win new business. Last month, they brought home the bacon — a deal with the thin-client/server computing leader, Citrix, valued in excess of $1 million.

The first fruits of that deal, an eight-page insert, appeared last week in *Computerworld* and *InfoWorld* and is running this week in *Network World*. In addition, the campaign includes an extensive ROP program, gatefolds, online white papers and banners, direct mail

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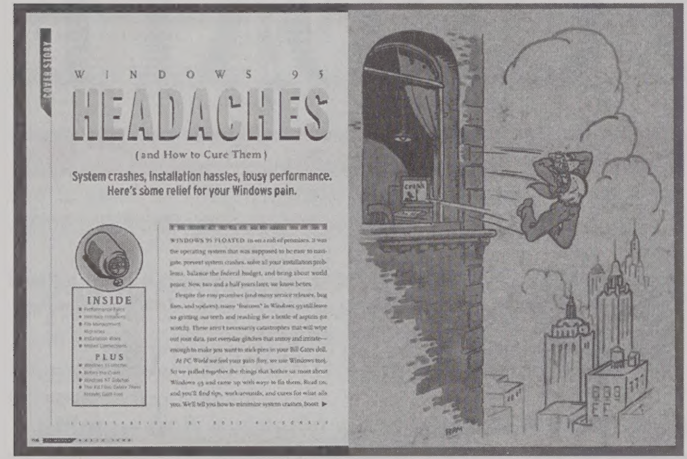
## IN BRIEF

# *PC World* Illustration Selected for Two Prestigious Awards


COVER STORY
WINDOWS 95
HEADACHES
(and How to Cure Them)
System crashes, installation hassles, lousy performance. Here's some relief for your Windows pain.
INSIDE
PLUS

An illustration appearing in the March issue of *PC World* has been selected from among thousands of entries for inclusion in both the *1998 American Illustration Annual* and the *1998 Communication Arts Illustration Annual*.

The artwork, which accompanied an article called "Windows 95 Headaches," was created by Ross McDonald under the supervision of *PC World* Assistant Art Director **Kate Godfrey**.

The American Illustration Annual is a juried contest (publication only, no show), that will be published this November as a high-quality, coffee-table-size book.

Now in its 12th year, the New York-based contest has been run since its inception by Edward Booth-Clibborn, chairman of the Art Director's Club of Europe, who launched *American Illustration* as a companion contest to its European counterpart. It is chaired by Fred Woodward, creative director of *Rolling Stone* magazine, and has traditionally pulled its judges from the top magazines and agencies in the country. Its charter is "to bring together the best in American and Canadian illustration art from magazines, newspapers, advertising, books, posters, packaging and animation." It is also used extensively as a reference work for illustrators, graphic designers and art directors.

"This is the most prestigious illustration award around besides the SPD [Society of Publication Designers] awards and puts us in the company of the very best commissioned artwork this country produces," said **Robert Kanes**, *PC World* art director.

The *Communication Arts Illustration Annual* is the West Coast version of these juried contests. Communications Arts is based in Palo Alto, Calif., and produces a lavish monthly magazine about visual communication, as well as three juried annuals: *CA/ Illustration*, *CA/ Photo* and *CA/Design*.

# *PC World China's* Weekly Frequency Gains Strong Advertising Support

微电脑世界
周刊 Weekly
PC WORLD CHINA
7

*PC World China*'s move from a monthly to a weekly frequency beginning in January has been a successful endeavor by all accounts. The 13-year-old publication, now known as *PC World China Weekly*, is the country's only weekly IT magazine and the first *PCW* title in the IDG stable to go weekly.

According to Editor-in-Chief **Xiong Wei**, advertiser support for the new weekly has been strong; the first issue alone had 95 pages of advertising. Now, four months after its debut, "the total number of ads in a month is double over what we had in our monthly format, and the income is twice as much," Xiong noted.

Despite the considerably higher cost of paper, printing and postage associated with a weekly, the publication has increased its profit margin as well.

Paid circulation is now at 110,000. During 1997, circulation jumped 35%, from 78,000 to 105,000.

Looking ahead, Xiong said that the staff's main challenge is continuing to produce a high-quality magazine every five days with a lean staff of 14 writers and editors.

*PC World China Weekly* is published by IDG's China Computerworld Publishing and Service Company in Beijing. It is a joint venture between IDG, the Electronic Data Group and the Electronic Technology Information Research Institute, which is part of China's Ministry of Electronics Industry.

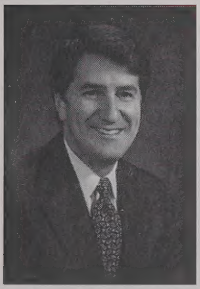
# Ivan Novotny Selected to Lead Czech Business Unit

IDG last month named **Ivan Novotny** to be managing director of IDG's publishing operation in the Czech Republic. He joins IDG from Vogel Computer Media in the Czech Republic, where for the last six years he was director of the company and publisher of the monthly publication *Chip*, along with three other technology publications and an Internet services division.

Before entering the publishing arena, Novotny had a distinguished career as a university professor in analytical chemistry.

IDG's office in Prague, which was established in 1990, publishes the market-leading *Computerworld* as well as *PC World*.

# ON LINE



**KELLY CONLIN**

*IDG's president is this week's columnist.*

**Q The proposed Ziff re-refinancing has received lots of negative media attention over the past two months or so despite the involvement of a few of the largest investment banks. What is your view of that proposed offering?**

A As you note, the offering is receiving a fair amount of scrutiny given that, rather than provide capital for the company's growth which is the intent of most offerings, the proceeds from this offering are being sent to Japan to offset the debts incurred by Ziff's parent company, Softbank. In fact, following the offering, Ziff will have just a few days of working capital since Softbank is stripping the company of all its cash.

In addition, Softbank is adding $1.5 billion of debt to Ziff, with the interest payments borne by Ziff but the cash going to Softbank. At current pricing ranges, the Ziff operation will be valued at about $3 billion, including the $1.5 billion of debt. The interest payments on this debt load are the primary reason that Ziff was unprofitable last year and is expected to be even more unprofitable this year.

To be comfortable with that debt load, investors will be looking for reassurances of healthy operating results from Ziff. Unfortunately, Ziff cannot provide those reassurances, since the company is experiencing considerable financial difficulties. For example, revenues are up just 2% this first calender quarter, and cash flow has declined 40%. Moreover, they have told analysts that they expect this weakness to continue for the next several quarters. While the company attributes these decreases to a weak market, that is surprising to us since IDG is having a record year, with IDG's revenues increasing at five times the rate experienced by Ziff, and sharp increases in operating profits. IDG's broad and balanced portfolio certainly has helped here, since more than half of Ziff's revenues derive from just four properties.

An objective analysis of the deal is perhaps best summed up by the financial writer Christopher Byron, who wrote in one of New York's newspapers: "The $71.1 million in red ink that washed over Ziff-Davis in 1997 is a result of its heavy debt load — a marvelously persuasive argument for Softbank to get its money out before it's too late. After all, at the present rate of loss, the combined operation looks likely to reach balance sheet insolvency by the end of next year. In short, this is a company that will remain critically dependent on Wall Street to survive — no matter how well or how poorly it performs in the marketplace. As an 'event IPO' backed by the sales juggernaut of four Wall Street investment banks, the Ziff-Davis offering will almost certainly be well received. But don't expect the honeymoon to last forever. At the first indication of a weakening economy — or even a rise in interest rates — just about every [similar] stock on Wall Street will be flat on its keister, and the shares of Ziff-Davis will be among them."

**IDG publishes or produces the world's best stable of IT books, magazines, newspapers, research and trade shows. With all this IT know-how available why do some important IDG units have IS capabilities closer to the Dark Ages than to state-of-the-art? Our accounting department and IDG Marketing Services U.S. have this problem — and I suspect others do also — and it causes a ripple effect of delays and administrative headaches for other units that work with these central groups within IDG.**

The two units you mention have as their customers the other business units of IDG. The two units take very seriously their commitment to customer service, and I would encourage you to be specific with them about the exact concerns or problems that you have so that they could be addressed.

For example, several years ago our business units asked the accounting department to provide more real-time access to information. We have upgraded our central finance system with frame-relay wide-area network access for all U.S. business units allowing online access, processing and reporting. This month, an Intranet-based financial reporting site went into beta testing, and we have begun to process both budgets and forecasts for our business units worldwide with a new Arbor multi-dimensional database. The credit department, which also serves all U.S. business units, is implementing a system that uses imaging, computer output to laser disc (COLD) technology and client-server technology to better serve its customers in providing real-time information.

Combining the investment IDG makes at the corporate level as well as what is spent at the business units, IDG invests approximately 4% of its U.S. revenue in IS systems, services and personnel. This puts IDG at the high end of industry averages for IS spending, according to the *Computerworld Premier 100*, which compiles investment statistics for the leading users of technology. The average IS investment — as a percent of company revenue — is 1.3% to 3.7%, according to *Computerworld*.

Of course, these statistics aren't as important as ensuring that customers like you are satisfied with what they are getting. It isn't how much you spend, but how you spend it. If you are indeed dissatisfied with the service, you should identify the issue, explain the business benefit to addressing it, and request that improvements be made.

We should keep in mind the reason that IDG has such a thriving business in information services about technology is that there is no "perfect" solution; in fact, technology is the perfect moving target. We should hope that customers of IS systems everywhere are always looking for newer, better, faster ways to develop and implement technology solutions.

# *JavaWorld* Site Gets Boost from Stellar Show Daily

Thanks to the hard-working staff of *JavaWorld*, attendees at last month's JavaOne Developer Conference in San Francisco were just a mouse click away from anything they needed to know about the event. For the second year in a row, Sun Microsystems, Inc., asked *JavaWorld* to produce *JavaOne Today*, the online show daily.

*JavaWorld* produced four online *JavaOne Today* dailies, not to mention a show preview and a wrap-up edition <http://java.sun.com/javaonetoday>.

*JavaWorld* Senior Editor **Jill Steinberg** served as the editorial director of the show daily. Ten reporters, most of them frequent contributors to *JavaWorld*, provided daily in-depth coverage of keynote speeches, technical sessions, news announcements and first-person perspectives of the show. With a pre-show edition, four daily editions and a final wrap-up edition, *JavaOne Today* ran nearly 50 stories.

JavaOne TODAY

Coverage provided by JavaWorld

"It was an extremely labor-intensive experience but worth every minute of my very long days," Steinberg said. "The immediacy of it was tremendously exciting. My reporters would go to the morning keynotes and then run back to our little on-site office and file a story virtually spontaneously as it happened. A lot of them are Java developers and they'd never experienced what it was like to work on a daily, so they were tremendously excited."

The pre-show edition offered a preview of the key technical sessions and resources like a visitor's guide with restaurant listings and transportation advice so attendees could plan their time at the show before they arrived in San Francisco. The daily also featured an interactive component that encouraged instant reader feedback through comment boxes at the end of each article and a special reader survey on both the conference and *JavaOne Today* itself.

"This was an opportunity for us to get more exposure in our core marketplace at its biggest show, not to mention a positive association as a key player with the show," said *JavaWorld* Editor-in-Chief **Michael O'Connell**. "Having the extra budget for a daily gave us the chance to service our readers' needs better. Instead of doing just a few stories about the show we were able to do something more comprehensive and substantial, covering a wide variety of things we couldn't have dedicated the resources to otherwise."

### Site traffic up 25%

O'Connell said that traffic at the *JavaWorld* site is up about 25% for the month to about 1.2 million page views. "No doubt the overwhelming majority of that increase is due to the show daily," he said. "Last year we had a similar jump in traffic when we did the show daily and numbers for subsequent months after the show never dipped back down to pre-show levels, so doing the daily has long-term implications for us."

Since the show daily was produced under contract to Sun Microsystems, all of the content was subject to Sun's approval, Steinberg said. To alert readers to the difference between *JavaOne Today* and the independent editorial content of *JavaWorld*, the daily incorporated a special tagline on each page, reading, "Coverage provided by *JavaWorld* in coop-

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## INFOWORLD'S JAVABUDDY PARTY STRENGTHENS DEVELOPER/VENDOR BONDS

*InfoWorld* kept the social scene steaming hot at last month's JavaOne Developer Conference in San Francisco, as *IW* editors spotlighted the Java Component 100 Association with a Java Buddy Party.

*IW* expected 60 people to attend the party for the Java Component 100 group — a think tank for Java developers and vendors who meet regularly to collaborate and discuss development trends — but more than 120 showed up.

"It was ridiculously successful," said *InfoWorld* Senior Editor Niall McKay. "We had high-level representation from IBM, JavaSoft, Symantec, Sybase; all the major Java players were at the party. The founder of the Java Component 100 thought it would be good to get these people together, and we thought it would be a good idea, so we decided to play the good citizens.

"We were lending our name, thinking that encouraging and fostering independent organizations within the community is a good idea," McKay continued. "Java's a very emotive topic, and it seemed like a good idea to get behind the small vendors and promote them. One of the ideas behind the group is to provide information to members and encourage vendors to make their Java components work with each other."

(See <www.jc100.org> for more information on Java Component 100.)

**NIALL McKAY, SENIOR EDITOR AT** *InfoWorld (left) and Digital Harbor's Roger Bell collaborated on the Java Buddy party. The two are both members of the Java 100 Component Association.*

IDG

# *Job Opportunities - April 20, 1998*

**Assistant to the President (FCW)**
Provide support to CEO, including meeting preparation and planning, travel arrangements, organizing presentation materials, and other administrative duties. Requires highly organized, detail-oriented, customer focused individual with excellent phone manner and strong computer skills. *Location: Falls Church, VA*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

**Administrator, Conferences & Trade Shows (FCW)**
Experienced administrative support professional (3+ years relevant and progressive experience) to support the Director, Conferences and Trade Shows in managing all aspects of events business area for a well-known publication. Focus in coming year: launch of a major new trade show. Experience with information technology events preferable. Experience in public sector a plus. Requires some familiarity with event marketing/promotion, conference development, operations and registration logistics. Responsibilities include budgeting, scheduling, facilitation and tracking of event activities. *Location: Falls Church, VA*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

**Director, Conferences & Trade Shows (FCW)**
Senior conference and trade show manager (8+ years relevant and progressive experience) to direct all aspects of events business area for well-known publication. Focus in coming year: launch of a major new trade show. Experience with information technology events preferable. Experience in public sector a plus. Requires knowledge of sales, marketing/promotion, conference development, operations and registration logistics through entire event cycle. Direction of events management staff, including sponsorship sales, and coordination of other internal resources. Strategic partner relationship development and oversight. Contractor selection, negotiation and management. Direct responsibility for budget, schedule and expense management. Periodic reporting of events status to top executives. *Location: Falls Church, VA*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

**Events Marketing Manager (FCW)**
Experienced marketing manager (5+ years relevant and progressive experience) responsible for planning and execution of conference and trade show marketing programs for a well-known publication. Focus in coming year: launch of a major new trade show. Includes both exhibitor/sponsor and attendee marketing programs. Experience with information technology events preferable. Experience in public sector a plus. Marketing program contractor selection, negotiation and management. Marketing program budget, schedule and expense management.
*Location: Falls Church, VA*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

**Events Sponsorship Sales (FCW)**
Senior sales position responsible for prospecting, negotiating and closing sponsorships for both established and new events produced by a well-known publication. Reports to the Director, Conferences and Trade Shows. Substantial marketing support. Requires 5+ years relevant and progressive experience, including sales of event sponsorships. Experience with information technology events preferable. Experience in public sector a plus.
*Location: Falls Church, VA*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

**National Sales Manager (ICE)**
Internet Commerce Expo (ICE), the nation's fastest growing internet-focused Conference and Exposition business, is seeking a highly motivated and innovative sales person. Responsibilities will include management of sales staff, booth/sponsorship sales and cultivating new account opportunities. Candidates should possess a minimum of 5 years of experience in technology or related ad sales. Trade show and/or conference sales experience preferable. Strong IT vendor knowledge and a proven track record required. *Location: Framingham, MA*
Contact: M. Maynard , Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

**Group Operations Coordinator (2) (IDC)**
IDC's Desktop Group is seeking a full-time Group Operations Coordinator. Responsibilities include data entry of client information, maintaining research supplies, administrative tasks such as filing, copying, faxing, mailing, making travel arrangements, as well as any special project as they arise. One to two years of office experience and familiarity with Windows 95 and Lotus Notes is a plus. *Location: Framingham, MA*
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: idc_jobs@idcresearch.com

**Marketing Specialist (IDC)**
The Corporate Marketing Department is hiring a Marketing Specialist. This position will handle event coordination for IDC Conferences and tradeshows along with other general marketing activities. Responsibilities to include event logistics, space negotiation, list rental criteria selection, purchase and mailhouse coordination for conference mailings as well as other marketing direct mail campaigns. The successful candidate will be a deadline and detail-oriented individual, able to manager several projects at once and have excellent communication skills. Two to three years of marketing experience is essential. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

**Senior Research Analyst, Call Center Services (IDC)**
Building and managing highly effective customer service systems and departments is emerging as an important area of competitive differentiation for corporations. The Services Research group is seeking a Senior Research Analyst to examine the expanding role call center and help desk services play as business opportunities for services providers. From this analysis of demand and supply for call center services, IDC's clients will receive a detailed road map that segments the opportunities for consulting, integration, outsourcing and managing call centers across vertical industries. Frequent contact with the press, Wall Street firms, and senior industry services executives means the successful candidate will assume a high-profile position and possess excellent writing and quantitative skills. MBA graduate in finance or marketing is essential with 5 to 10 years industry experience.
*Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

**Senior Research Analyst, Collaborative Computing (IDC)**
This individual will conduct market analysis in the areas of document management, groupware, and intranet applications. Responsibilities include: management of the document management market segment five-year forecast; regular delivery of written research; ability to execute industry consulting projects; responding to inquiries from vendor, user, investor clients, and the press; speaking at industry events; and growing IDC's business in the collaborative computing market area. Excellent communications skills, data analysis, and 5+ years industry experience are required. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

**Senior Research Analyst, Resourcing Strategies (IDC)**
With the industry demand for technical people far outweighing the supply, service firms increasingly find themselves competing for each other's resources. The Services Research group is seeking a Senior Research Analyst to examine the creative ways services firms are identifying potential resources, bringing new employees up to speed quickly, and instituting incentive programs for long-term retention. Frequent contact with the press, wall street firms, and senior industry services executives means the successful candidate will assume a high-profile position and possess excellent writing and quantitative skills. MBA graduate in finance or marketing is essential with 5 to 10 years industry experience. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

**Senior Research Analyst, Solutions Integration (IDC)**
The Services Research group is looking for a Senior Research Analyst to monitor the impact of new information system investments on corporations business processes and be responsible for identifying emerging opportunities for service firms to profitably grow their consulting and integration services. Creating in-depth profiles of leading firms means this Senior Analyst will identify best-of-breed firms. Frequent contact with the press, Wall Street firms, and senior industry services executives means the successful candidate will assume a high-profile position and possess excellent writing and quantitative skills. MBA graduate in finance or marketing is essential with 5 to 10 years industry experience. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

**Training Coordinator (IDG)**
IDG's Training Department has an opening for a Training Coordinator. The Training Coordinator's primary responsibility is to coordinate the East Coast Collaborative Training Program which includes performing needs analyses; tracking utilization; choosing and evaluating vendors and courses; marketing; and handling training administration. The Training Coordinator is also responsible for providing resources and referral service regarding training vendors; maintaining the training resource library; and assisting with corporate training programs. Candidates should exhibit excellent customer service, have strong analytical skills, be familiar with Microsoft Office products, and be comfortable handling multiple priorities. A bachelor's degree with 2-3 years work experience is necessary. *Location: Framingham, MA*
Contact: J. Lynch, Fax: 508-935-4600, Phone: 508-935-4041, Email: julie_lynch@idg.com

**Product Marketing Specialist (IDG/B)**
The ideal candidate will possess at least one year of experience in trade publishing and 3 years in marketing, advertising or sales with excellent communication skills and high energy to work in a deadline-driven environment. You will assist in the development of marketing strategies & sales rep tool, integrate online and PR specific promotions into the trade book marketing plans and assist in the development of co-branding opportunities and work with selected authors and present at sales conferences. Computer skills necessary. *Location: Foster City, CA*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

**Office Services Coordinator (IDG/B)**
The renowned publisher of the popular "?for Dummies" computer/trade books series is seeking an Office Services Coordinator. Responsibilities include fulfilling facility service requests, managing off-site storage, relocating computers and furniture, delivering supplies, and providing back-up for purchasing, mailroom, and front reception desk. 2+ years' experience in an office support position. Must be able to lift 50 pounds and pull 365 pounds on a utility cart on a routine basis. Working knowledge of computer systems, Excel, MS Word and database a plus. Must be flexible and able to handle multiple tasks simultaneously with a customer service attitude.
*Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Vice President of Information Systems (IDG/B)**
The successful candidate must have significant knowledge of systems involved with customer support, distribution, finance and business applications, a BSEE or CS degree with 5+ years' senior management level IS experience. Must possess superior written and verbal communication, organizational and interpersonal skills, and a proven track record of managing the vision, direction and administration of a complex IS environment. Experience in a publishing environment desired. Requires knowledge of distributed computing and high volume transactional environments (LAN & WAN experience a must), and a broad knowledge of communication technology for a multi-site network. *Location: Indianapolis, IN*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Help Desk Manager (IIS)**
The Internet Industry Standard is looking for a Help Desk Manager to provide staff support (diagnostics and servicing) for workstations, hardware, software and peripherals. Must have 2-3 years experience working a helpdesk or troubleshooting, thorough knowledge of Windows 95 and MacOS, experience installing Mac/PC hardware, thorough understanding of peripherals, thorough knowledge of MS Office (MAC/PC) DNS,TCP/IP, AppleTalk, DAT Drives and general understanding of networking. Knowledge/experience with NT and exchange administration, design software, HTML, Visio, IIS 4.0,ISDN, 100Base-T,Access/Filemaker Pro, Eudora, MSOffice 97/98, MS Outlook, Routers and Hubs a PLUS! *Location: San Francisco, CA*
Contact: T. Burggraf, Fax: 415-733-5401, Phone: 415-733-5420, Email: toddb@thestandard.net

# TRAINING TO GO!

## PROFESSIONAL DEVELOPMENT RESOURCES TO FIT YOUR SCHEDULE

**The IDG Training Department is pleased to provide** a wide variety of professional development tools including video and audio cassettes, CD-ROMs, and diskettes to all IDG employees. The *Training To Go!* library offers self-directed training in the following categories:

- Professional
- Management
- Human Resources facilitated programs
- Wellness

**Places where you can get a list of *Training To Go!* resources**

- **Lotus Notes** database. To find out how you can access the *Training To Go!* Lotus Notes database, please contact your IS Department, or for those without an IS Department, please contact globalcomm@idg.com

- **IDG Central website**. To request access and set up a password to IDG Central, send an e-mail to globalcomm@idg.com

- Your Human Resources Department

- IDG Training Department, 5 Speen, Framingham, MA

**To request *Training to Go!* materials**

- Complete the on-line request form in *Training To Go!*
- If you do not have access to Lotus Notes or IDG Central, you can fax your request to the IDG Training Department at 508-935-4600 or e-mail your request to Mary_Rebecchi@idg.com

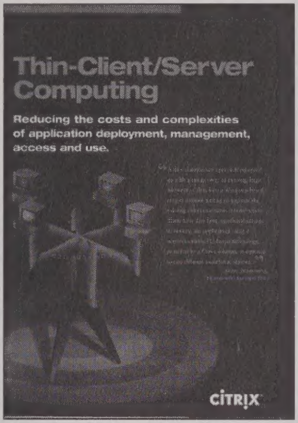
**MANAGED BY THE IDG TRAINING DEPARTMENT**

## SALES

*continued from page 1*

names, support for the company's trade show, a golf outing for resellers, IDC research and ad effectiveness studies.

The strategy, though simple, required "a paradigm shift in our traditional approach to some of the medium-size customers with whom we wanted to partner," explained *Network World* Senior District Manager **Donna Pomponi**, who was among the original backers of the plan along with *Computerworld* Senior District Manager **Laurie Marinone** and *InfoWorld* Regional Manager **Carol Fountain** and their counterparts in the Southeast region: *Network World* Senior District Manager **Don Seay**, *Computerworld*'s **Lisa Ladle-Wallace**, director/Eastern Region, and *InfoWorld* Regional Manager **Jim Shannon**.


Thin-Client/Server Computing

Reducing the costs and complexities of application deployment, management, access and use.

CITRIX

THIS EIGHT-PAGE INSERT IS *running in all three U.S. enterprise weeklies.*

### One-stop shopping

"Up to this point, we [*Network World*] would meet with a client at 10, *Computerworld* would go in at 11 and then *InfoWorld* would make a presentation at noon. We weren't necessarily competing, but we weren't making it easy for the clients either," said Pomponi, noting that some competitors were presenting clients with a one-stop shopping approach to advertising in several publications.

> *"By collaborating, we were able to capitalize on the breadth and depth of the IDG lineup and present a much more compelling story."*
>
> **Donna Pomponi**

"We began to understand that in many cases, there's more to be gained by collaborating than by working alone." The group put together a plan whereby reps from *Computerworld*, *InfoWorld* and *Network World* would make joint calls on selected clients. "We targeted clients we felt would be most receptive to the enterprise buy. By collaborating, we were able to capitalize on the breadth and depth of the IDG lineup and present a much more compelling story."

The group met again during Comdex to prepare for a December meeting with Ft. Lauderdale, Fla.-based Citrix and its agency Freeman Associates. "We focused on how to convey the impression of IDG we wanted them to walk away with. We determined our No. 1 goal was to impress upon them the vast array of resources — publications, research, online, books, shows — IDG has to offer its clients," said Fountain, who served as team leader on the Citrix deal.

On Dec. 12, just one month after their initial meeting, reps from the three publications joined forces in Florida in their first official joint sales presentation. Following a brief welcome from *IW* VP/Eastern Region **Joan Kelly**, *NW* Advertising Director/Eastern Region **Tom Davis** presented the IDG story. Sales reps from each of the three publications — Marinone, Fountain and Pomponi — made book-specific presentations, and Fountain wrapped up the meeting with the proposal.

"It was a wonderful, extraordinary process," Fountain said. "We really enjoyed working with each other and the attitude throughout was just so upbeat. One of the best moments of the meeting for me," Fountain noted, "was a client's observation that 'everybody is so obviously proud to be a part of IDG.' " And that attitude was obviously contagious. Two months later, Fountain got the good news.

"IDG really hit the nail on the head with this program," said Freeman Associates Senior Vice President Christine Shaw. "From start to finish, this program was created, delivered and implemented so well, we consider [IDG's approach] to be a benchmark for perfection. It was a win-win-win situation for Citrix, Freeman and IDG, and we are very excited and looking forward to many more of these programs from IDG."

### Partnering with clients

While acknowledging that there will still be many times when individual publications will make sales calls individually, this integrated approach is clearly here to stay. "Companies are pushing for this," Fountain said. "There's been a change in the market. It's no longer 'let's just sell pages.' The publications that will win are the ones that become indispensible to clients, and we do that by partnering with our clients and offering an array of resources."

> *"One of the best moments of the meeting for me was a client's observation that 'everybody is so obviously proud to be a part of IDG.' "*
>
> **Carol Fountain**

"We are all working together like we have never worked together before," said *Network World*'s Pomponi. "In addition to getting the business which is, of course, the main point, we're learning so much from each other — there's a real cross-pollination of ideas."

Representatives from *CW*, *NW* and *IW* are meeting within the next few weeks to work on formalizing the approach. "We are hoping to create a core presentation from which we can pick and choose and add to as needed," *CW*'s Marinone explained. Once that core presentation is complete, Fountain said it will be shared with the rest of the publications' sales forces.

"This team of IDG sales reps showed remarkable ingenuity and customer service in putting together this creative program. And, most important, they won the business," noted IDG President **Kelly Conlin**. "We have already seen that this approach is being replicated on other accounts, and in other parts of the country, with great success."

# NOTEWORTHY

### PROMOTIONS

*InfoWorld* recently announced four promotions in its sales and research departments.

**Phil Branon** moves up from vice president/associate publisher, west to vice president/national associate publisher and will manage all the publication's ROP and demographic U.S. sales programs. He also gains formal responsibility for the marketing department, which he has been overseeing on an interim basis since January. "Phil has a proven track record at *InfoWorld* and his leadership has delivered record gains in revenues and ad pages in our West Coast and Midwest territories," said **Stephen Moylan**, *IW* president/CEO and publisher. "I'm certain he'll help our sales and marketing teams reach a new level of excellence in 1998."

Advertising Director, Eastern Region **Joan Kelly** is now vice president/Eastern Region. "Joan has done a stellar job increasing revenue and led all regions in 1997 with close to a 50% share of market versus our primary competitor for the entire East Coast team," Moylan said. "In addition, she has displayed excellent leadership by promoting and organizing numerous multi-book presentations across the IDG family of publications."

**Wally Palmer**, formerly director of research, is now *IW*'s vice president of research. "It's no secret in the publishing field, and especially among our clients, that Wally is one of the finest research directors at IDG and one of the best researchers in the entire industry," Moylan said.

Director of Business Development **Shannon Dolan** is now director of strategic business, taking on the additional responsibilities of *IW*'s Enterprise Careers and InfoMarket sections. These two sections "are vital to the future success of *InfoWorld* and areas of enormous opportunity," Moylan said. "Shannon has done a tremendous job with our Impact Marketing team and demographic editions since joining *InfoWorld*."

### NEW EMPLOYEES

IDG Books in Foster City, Calif., has hired **Becca Livingstone** as an administrative assistant in the legal department. She was previously a human resources recruiting assistant at Franklin Templeton. Becca has a B.A. in history from Lawrence University in Appleton, Wis. Reading and running are her outside interests.

At IDG Books in Indianapolis, **Rebecca Sinninger** has been hired as a proofreader. Rebecca majored in journalism and minored in sociology at Indiana University. She spends her free time reading and hiking.

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OSBORNE

**Linda Osborne** joins ExecuTrain as the company's new vice president of sales. Previously the vice president of field operations at AchieveGlobal, she is now charged with refining ExecuTrain's overall sales plan and working closely with clients and employees in the field. "Linda's sales experience and breadth of knowledge about the training and computer industries will assist us tremendously," said **Mike Moss**, co-founder and executive vice president of ExecuTrain.

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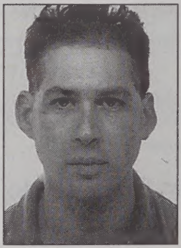
RINZLER

IDG Games Media Group has hired **Jonathan Rinzler** as assistant managing editor of *GamePro*. He was formerly a CD-ROM game writer for Montecristo Multimedia in Paris. He holds a degree in comparative literature from New York University and spends his time outside the office helping his 10-year-old daughter make the transition from France to the United States.

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IDG WORLD UPDATE
DUBIE

Copy Editor **Denise Dubie** comes to *Network World* from *Application Development Trends*, where she was assistant managing editor. She earned B.A.s in English and journalism at Boston University. When not copy and content editing, she likes to write, ski and spend time at the beach.

**Lisa Smith** is *Network World*'s new receptionist and comes from a similar position at MetroWest OB/GYN. She attended St. Elizabeth's School of Nursing and, once she takes her headset off, likes to relax with family and friends.

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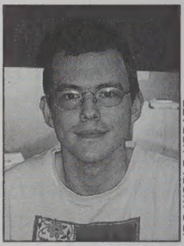
IDG WORLD UPDATE
PATTERSON

**Christopher Patterson** has been hired by *PC World* as a test center coordinator and will process incoming and outgoing equipment for the PCW Test Center. He was previously a special orders clerk at Borders bookstore. He holds a B.A. in philosophy from Kenyon College in Gambier, Ohio. In his spare time he studies akido.

Also new to *PCW* is Copy Editor **Carol Pragides**, who comes from Frost & Sullivan where she held a similar position. She has B.S. in advertising from the University of Illinois/Urbana-Champaign.

---

Administrative Coordinator **Lori Pardy** comes to IDG List Services from Dorn Publications, where she handled order processing and data entry. She has an associate's degree in business from Massachusetts Bay Community College in Wellesley, Mass., and likes physical fitness, camping and reading.

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Staff Accountant **Cynthia Petrillo** comes to IDG's Framingham Accounting department from Agile Networks-Lucent Technologies, where she held a similar position. She majored in accounting at York College in York, Pa., and relaxes with hiking, biking and cooking.

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IDC's IS department has hired **Anita Ramachandran** as an application engineer. Her last job was with Oracle as a database administrator and developer. Outside the office she enjoys swimming.

---

Assistant Program Manager **Tom Pitkin**

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**NINETEEN YEARS**
Nancy Mallette - IDG

**SIXTEEN YEARS**
Gail Odeneal - Computerworld

**FOURTEEN YEARS**
Yannick Robain - IDG France
Penny Winn - IDG World Update
Lisa McGrath - Computerworld

**THIRTEEN YEARS**
Aromi Rajon - IDG France
Carole Zozaya - IDG France
Diane LaLumiere - IDC

**TWELVE YEARS**
Fréderic Berge - IDG France
Norma Tamburrino - Computerworld

**ELEVEN YEARS**
Mark Leary - IDC

**TEN YEARS**
Catherine Boisadam - IDG France
Bob Ainsworth - Computerworld
Dorothy Rosenthal - IDC
Shannon Smith - PC World

**NINE YEARS**
Andre Kvitka - InfoWorld
Robert Thirlwell - IDG Australia

**EIGHT YEARS**
Josianne Duhamel - IDG France
John Kilcullen - IDG Books

**SEVEN YEARS**
Richard Bastas - CIO

**SIX YEARS**
Dorothy Caspersen - CIO
Frank Savel - Computerworld
Christian Christiansen - IDC
Michael Melenovsky - IDC

**FIVE YEARS**
John Monroe - FCW Gov't Tech. Group
Jean Bregeon - IDG France

**FOUR YEARS**
Ian Corns - IDG France
Donnie Burke - IDG World Expo
Karen Mitchell - InfoWorld

**THREE YEARS**
Naoyuki Sakai - IDG Japan
Kaoru Iwakiri - IDG Japan
Yuichi Tsujimura - IDG Japan
Martina Reger-Völzing - IDG Germany
Lynn Dartnell - Macworld U.K.

**TWO YEARS**
Marc Bataillon - IDG France
Marvin Wade - FCW Gov't. Tech. Group
Kristi Essick - IDG News Service
Alcurtis Clark - Event Travel Service
Denise Gillett-Cook - InfoWorld
Kim Girard - Computerworld
Jennifer Chobot - IDG Books
Barry Childs-Helton - IDG Books
Brent Savage - IDG Books
Birgit Waltenburg - IDG Denmark

**ONE YEAR**
Kristel Cunnin - IDG France
Hervé Motte - IDG France
Jaroslava Janatova - IDG Czechoslavakia
Ali Akyüz - IDG Turkey
Stephen Riddle - PC World
James Foulk - IDC U.K.
Iona Spencer - PC Advisor (U.K.)

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IDG WORLD UPDATE

PITKIN

comes to *CIO* Executive Programs department from Coopers & Lybrand Consulting, where he was an editor/proofreader and instructor. At Framingham, Mass.,-based *CIO* he will coordinate the development and execution of executive programs, custom sales proposals, research/creation of new programs, as well as edit and copywrite.

### TRANSFERS

**Baiju Nakarja** has been hired as IDC's U.K. financial controller. In this role he will manage the U.K. finance team and maintain financial control and reporting over the IDC U.K. region, which encompasses the IDC U.K. country office and eight U.K.-based European Expertise centers. He spent the last two years working as finance manager at IDG IMS/EMEA, based in Staines, England.

*Please send information for Noteworthy to world_update@idg.com.*

### IT-KANAVA

*continued from page 1*

adopters' but 'early followers' instead."

With the economy on the upswing and the IT market growing even faster (PC market growth was up 12% in 1997), Talentum decided to fill the channel market void. No other local publishers have entered the market because they don't have the experience and vertical market focus like Talentum, Viitasaari noted, and foreign publishers view the Finnish market as too small to enter.

Readers have given the staff nothing but positive feedback. Viitasaari said some advertisers have been "very eager" but others are waiting to see how the publication succeeds. Overall, the magazine is on budget.

*For more information, contact Viitasaari at jvi@talentum.fi or fax: 358-9-685-6675.*

### JAVAWORLD

*continued from page 4*

eration with Sun."

Also, the following disclaimer ran at the bottom of each page: "*JavaOne Today* show coverage is provided by *JavaWorld* under contract to Sun Microsystems, Inc. *JavaWorld* <http://www.javaworld.com> is IDG's monthly Web-only publication for Java developers and enterprise managers."

This approach was chosen based on conversations O'Connell had with *InfoWorld* Editor-in-Chief **Sandy Reed** and *PC World* Editorial Director **Phil Lemmons** who were closely involved in the recently released editorial guidelines for IDG Web sites (see "IDG Editors Adopt Guidelines for Distinguishing Web Content, Ads," *IDG World Update*, April 6, 1998, page 1).

*For more information about the show daily, contact Steinberg at jill@javaworld.com.*

## OFF LINE

**Congratulations to all our enthusiastic caption contributors. Winner Gwenette Gaddis will have her choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. The honorable mention winners below will receive *IDG World Update* pens.**

**HONORABLE MENTIONS:**

"I guess we'll have to take 'virtual' out of the title, huh?"
**- Shelley Lea**
*IDG Books Worldwide*

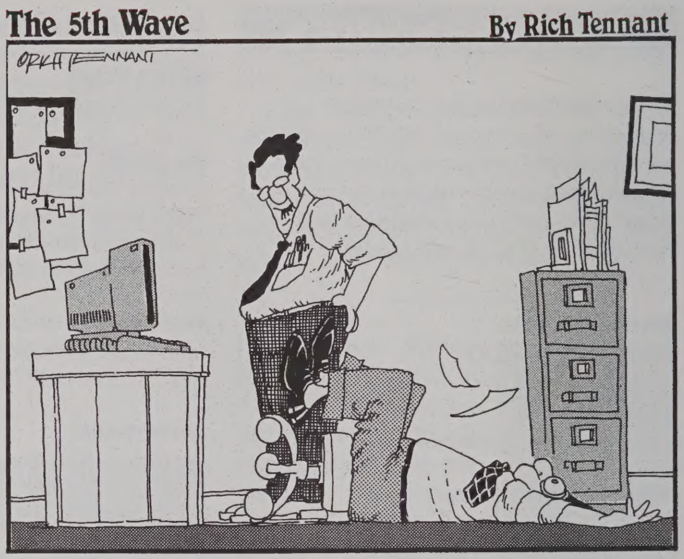
Push is passe; "shove" is the next hot Web thing.
**- Kevin Fogarty**
*Computerworld*

"Yup, I think you're right. We need a new surge protector."
**- Tina Phelps**
*IDG Central Services*

"Now *that's* what I'd call a 'fatal exception!'"
**- Timothy Borek**
*IDG Books Worldwide*

Here lies Ben. Struck down by the Year 2000 Bug.
**- Charlotta Hallén-Kragh**
*IDC Scandinavia*

Somewhere in the IDG test labs... "So, Dave, how're the new 3D video cards going?"
**- Adrian Jones**
*IDG Marketing Services/EMEA*



"That gives a whole new meaning to 'push' technology!"
**- Gwenette Gaddis**
*IDG Books Worldwide*

"What did I tell you, Jerry? You put a Pentium II in a TRS-80 and you're taking your chances."
**- Dan Amrich**
*GamePro*

"You're telling me you finally solved pi, and you forgot to save your work?"
**- Amy Platt**
*IDG Books Worldwide*

**Rich's original caption: "How's that for fast scrolling?"**

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 75 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 17

April 27, 1998

**BOB METCALFE, IDG'S VP OF TECHNOLOGY, RECEIVES INDUSTRY LEGEND AWARD**
**PAGE 2**

**WEB PUBLISHING'S MAC McCARTHY FIELDS QUESTIONS ABOUT ONLINE ISSUES**
**PAGE 3**

**IDG PARTNERS WITH HEARST MAGAZINES TO LAUNCH COSMOPOLITAN IN CHINA**
**PAGE 4**

# IDG WORLD UPDATE

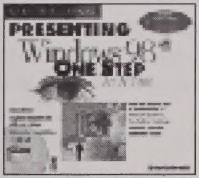
**PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE**

## IDG Books Takes the Next Step

### New tutorial series includes CD-ROMs

See it. Try it. Do it. IDG Books has taken another step toward dominating the computer-training book industry with the recent release of its One Step At A Time line.

The series of seven books is designed as self-paced training books for users who want a step-by-step tutorial to help them learn how to use a software program that is new to them. What makes this series different from every other software training book on the market (including IDG Books' other lines) is its accompanying interactive, sound-enhanced On-Demand software from PTS Learning Systems that comes on a CD-ROM bundled with the books.


PRESENTING
Windows 98
ONE STEP

**IDG BOOKS'** *One Step line is highly interactive and appeals to those who like to learn by doing.*

"This unique software enables users to call up the step-by-step lessons right on their computers," said **Walter Bruce**, IDG Books' vice president and associate publisher for the Consumer Publishing Group. "The software was

**• CONTINUED PAGE 5 •**

## *Digit* Points to Cross-Platform Content Creation

### New U.K. title targets vertical market sector

Calling it one of the largest growth areas in the IT marketplace, IDG Communications U.K. this month launched its entry into the emerging market of digital content creation. *Digit* is currently the only publication in the region aimed at that vertical market sector.

"*Digit* is platform-agnostic," said its Editor-in-Chief **Simon Jary**. "It takes a cross-platform look at computer-generated content creation, be it on Mac OS, Windows 95, Windows NT or Unix platforms."

"Key software publishers in this sector, such as Adobe and Macromedia, traditionally associated with Macintosh, are now selling over 50% of their software in cross-platform markets," said **Guy Eaton**, publisher of both *Digit* and *Macworld U.K.*. "As prices fall and the technology becomes more accessible we expect to see significant increases in the growth of digital solutions for content creation."

Digit
THE WORLD OF DIGITAL CREATIVITY
Spice Girls vs Batman
The Attik movies into titles
Creative juice
Windows NT meets the Mac
special report
Photoshop
Plug-in heaven
With demos and free filters on the Digit Disc
Megapixels
Digital photography
Coming to a desktop near you
Reviews
ExtremeZ, FreeHand 8, 3D Studio MAX, PageMill 3.0, and more
WIN high-end scanner
Linotype's superb Saphir Ultra worth £2,000!
NO DISC?

**THE LAUNCH ISSUE OF *DIGIT* HAS A** *newsstand presence of 10,000 copies with another 14,000 issues being mailed to professionals working in the broadly defined digital content creation field.*

#### ***Publish* incorporated**

*Digit*, which incorporates content from *Publish* in the U.S., will adhere to the same product-based approach used by *Macworld*. While there will be some crossover in the target audiences of the two publications, Jary, who also serves as editor-in-chief of *Macworld*, sees the potential audience for *Digit* as being much larger since many creative professionals are using other platforms such as Windows NT and SGI (Silicon Graphics)

**• CONTINUED PAGE 4 •**

## IN BRIEF

# Bob Metcalfe Receives Industry Legend Award

**BOB METCALFE ACCEPTS HIS** *CCIA award during a ceremony last month in Washington, D.C.*

**Bob Metcalfe**, IDG's vice president of technology and *InfoWorld* columnist, collected yet another accolade last month in honor of his contributions to the computer industry. Metcalfe received the Industry Legend Award from the Computer and Commmunications Industry Association (CCIA) during a ceremony March 12 in Washington, D.C.

As the inventor of Ethernet and founder of 3Com Corp., Metcalfe has been similarly recognized by a number of organizations. In 1997 he was elected to the National Academy of Engineering and was inducted into the Infomart Information Processing Hall of Fame.

"Dr. Metcalfe's contributions to advancing network capabilities and communication are widely respected and we are pleased to have him join our list of recognized industry legends," said CCIA Executive Vice President Glenn Davidson. Previous winners are Dr. Vinton Cerf, co-developer of the Internet, and Dr. Gene Amdahl, founder of Amdahl Corp., which sponsored the first successful IBM-compatible CPU.

CCIA is a 25-year old association of small, medium and large firms dedicated to full, free and open competition in the computer and communications industry.

### ADDRESS BOOK CHANGES

- **The area code for Irvine, Calif., has changed from 714 to 949. This affects all phone, fax and modem lines for the IDG and IDC offices in Irvine.**
- **The domain name for IDC Taiwan has changed. Managing Director C.M. Chiang's e-mail address is cchiang@idc.com.tw. Research Manager C.E. Wang's e-mail address is cwang@idc.com.tw.**
- **IDC East/East Central Europe has new telephone numbers: +420-2-57329821 and +420-2-57328124 The main fax number is: +420-2-57328125**

# *SunWorld* Sees Record Tally of Page Views in March

SunWorld™
IDG's magazine for the Sun community

The sun continues to rise in the east, and *SunWorld*'s page views continue to rise as well. Web Publishing's monthly online magazine for the Sun Microsystems community tallied 635,000 page views last month, topping February's previous best of 475,000 views and more than double the number of page views in March of last year.

**Carolyn Wong**, *SunWorld* editor-in-chief, attributed the increase to a concurrent increase in the publication's subscriber base in the past couple of months, a link from Sun Microsystems' home page that leads to *SunWorld*, and last month's Java products- and technology-centered JavaOne trade show in San Francisco.

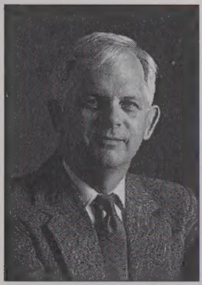
She said that *SunWorld* doesn't really have any online competition. "Our only competition has been *Unix Review*, which recently changed its name to *Performance Computing* and is focusing more on NT. We're still focused on Unix. It's been really beneficial for us to be online because we've been able to run longer in-depth stories with code that readers can cut and paste and use. We also provide extensive links for more information, plus a lot of our stories have been posted to various Sun news groups, which draws more readers to our site."

At <http://www.sunworld.com> readers will find news stories and features, columns, a services section and close to 500 links to related sites. There is also a SunWorld job bank that the publication runs with an outside vendor. "It's a major resource for people," Wong said.

According to Wong, the site is updated a couple of times a day with news stories. The features and technical columns stay up for about a month, and a back-issues and columns archive has been popular with users.

"Our mission is to be the authority and main resource for Unix professionals online," Wong said. "Our biggest challenge is to continue to provide stories to our readers about developing technologies. We'd like to be in the position to break more news stories, which we've been doing lately. *The San Jose Mercury News* and *The Wall Street Journal* have picked up our stories recently. We want to be the main resource for people in terms of news and in-depth technical columns for Sun users."

# ON LINE



**MICHAEL MCCARTHY**

*The president of Web Publishing, Inc. is this week's guest columnist. Part 2 will appear on May 4.*

## WEB PUBLISHING, INC. AT-A-GLANCE

**LOCATION: San Francisco, Calif.**

**ESTABLISHED: May 1995**

**NUMBER OF EMPLOYEES: 25**

**PRODUCTS: Online-only "monthly" pubs for technical professionals.**

- ***SunWorld*, for Unix professionals. Launched July 1995. 100,000 subscribers, 600,000 page views per month.**
- ***JavaWorld*. Launched February 1996. 130,000 subscribers, 1.2 million page views per month.**
- ***NC World*. Launched December 1996. 30,000 subscribers, 130,000 page views per month.**
- ***NetscapeWorld*. Launched March 1996, relaunched July 1996, re-relaunched (as *Netscape Enterprise Developer*) December 1997. 110,000 subscribers, 350,000 page views per month.**

**LATEST ACCOMPLISHMENT: Publishing *JavaOne Today*, an online-only show daily for the JavaOne conference in March.**

**Q What's it like to be an online business unit that's making money on the Web, and how do you do it? Is there any staffing and management formula? Is it true that at one point WPI had the only profitable online publication on the Web, and is that still the case? What's the secret to profitability?**

A We hit a home run with *JavaWorld* by being the first publication in a market that took off immediately. Launched in February 1996, *JavaWorld* reached break even by November that same year. We've been saying ever since this is the first profitable Web publication and nobody's contradicted us yet.

By contrast, *SunWorld* is approximately at break even as it nears its three-year mark; *NC World* hasn't generated enough advertising in a market that's developed far too slowly; and *NetscapeWorld*, which we inherited from another business unit, was too broad and in too competitive a market for our resources.

Net net: We've tried four different approaches and some have worked, some haven't, some were lucky, others weren't.

Our formula for success is really Lessons Learned. First, we focus on niche technical markets with little or no effective competition (to save marketing costs), where high-quality in-depth information is treasured (to save on expensive technology or production tricks), where the market is highly targeted and easily accessed (meaning we need free promotional buttons on key vendor sites), and where we expect rapid development of vendors that strongly need to advertise to these specific readers. Second, we are staffed (too) lean, necessarily because we have no print pubs to draw on for staffing or content. Finally, from the beginning we emphasized acquiring a traditional subscription base, which earns extra money from list rental.

**How have advertisers responded to your efforts to sell them space in your online editions? How about readers, and what parameters do you set to minimize reader annoyance over obtrusive on-line ads?**

From the beginning we emphasized to advertisers that we were selling the same thing online that we sell in print: access to the attention of valuable readers. This simplifies the sale and reduces pointless discussions of technical issues, for which advertisers have been grateful.

Balancing the need for advertising noise with reader annoyance levels has been tricky, made trickier by evidence that readers are most annoyed by *new* ad tricks — once something becomes commonplace, the annoyance level appears to decline. Of course in print, publishers abuse readers pretty ruthlessly with things like blow-in cards and cardboard ad sections and unnumbered blocks of ads; online, readers resist excesses.

**What are your thoughts on getting readers to pay for content?**

I don't see it happening as a general rule.

**The Web publications you produce, although successful, would still have to be called niche titles. What do you see as the prospects of a true mainstream IT title being successful as a web-only publication?**

Zero. I think mainstream technical publishing will be dominated by print publications supported strongly by their Web sites, because this most closely matches the needs of the readers while the economics of the market make it possible.

Currently niche markets tend to be served by print publications that are weak and limited in content due to the lower available revenue streams. Online-only publishing permits much greater editorial value to be delivered to readers in such markets for the same or lower costs, meaning in such markets Web-only publications will come to dominate, as *JavaWorld* does in its market over its three print rivals.

## QUESTIONS WANTED

*Send questions for Online's regular columnists (IDG Chairman Pat McGovern, IDG President Kelly Conlin and IDG COO Jim Casella) to world_update@idg.com. Questions will be passed along anonymously.*

# IDG Expands Its Consumer Line in China with *Cosmopolitan*

IDG made history this month by being part of the team to publish the first internationally branded women's service magazine in China. *Cosmopolitan China* is now on the newsstands thanks to a joint venture agreement between IDG and Hearst Magazines.

Since Chinese law severely limits new foreign participation in its publishing sector, IDG was in a prime position to offer Hearst a gateway into China. In 1980, IDG was the first company to form a U.S.-Chinese joint-venture agreement and has become the largest international publisher in China with 22 IT and consumer magazines and newspapers.

*Cosmopolitan China* is being published by Trends Publishing company, a China-based consumer publishing company in which IDG has a 40% ownership interest; the Ministry of Tourism has an equity share. *Cosmopolitan*'s predecessor was *Trends Lady*, a fashion and lifestyle magazine.

"China is on its way to being the world's largest consumer market early in the next century," said IDG Chairman **Pat McGovern**. "This alliance [with Hearst] further expands IDG's consumer publication family in China" (see sidebar below).

The April trial issue of *Cosmopolitan China* has 168 pages, 30 of which have ads, and a print run of 100,000 copies. Major advertisers include Estee Lauder, Lancome, Omega, Dunhill, Cartier, L'Oreal and Visa. The premier issue debuts in May.

時尚
COSMOPOLITAN
1998年第6期总第39期
激情陈美
提琴也疯狂
时装大师
重塑好莱坞美女
他爱上了你的缺点！
度身定做幸福婚姻
2000年你的生活将有什么改变？
性感女星美丽秘方
学会示爱
——与亲密的人相处
20招让他
乖乖听你的话
ISSN 1005-1988

*Cosmopolitan China*'s content will include original local stories and international material overseen by Editor-in-Chief **Gao Xianhong** in China and Helen Gurley Brown, editor-in-chief, *Cosmopolitan* International Editions. The articles are expected to be tamer than those sometimes published in *Cosmopolitan*'s Western editions. Still, "I am sure Chinese women will find a friend in *Cosmopolitan*," said Brown. "*Cosmopolitan*'s insight into relationships, fashion and women's service will give women there information they've never had."

*Cosmopolitan China* will be competing with the fashion magazine *Elle*, owned by Paris-based Hachette Filipacchi Medias. It has been published in China since 1988 and has a circulation of 300,000. 🖳

## IDG's Consumer Side in the PRC

**According to IDG Chairman Pat McGovern, IDG became involved in general consumer publishing in China because it has at the ready the largest internationally-owned publishing infrastructure in China, involving electronic publishing systems, distribution networks, advertising sales networks and 700 experienced publishing management and technical people.**

**Consumer publishing also provides an opportunity for IDG to reinvest the operating profits of its China operations back into China to save taxes in China. Besides *Cosmopolitan China*, IDG publishes three other titles through partially owned subsidiaries: *Trends Gentleman*, a men's lifestyle magazine; *Music Fan*, a popular music magazine; and *Shanghai Shopping*, a guide to upscale clothes, furnishings, transportation and other consumer products**

**IDG expects to be launching additional publications in China about sports, health, automobiles, home furnishings and weddings.**

## DIGIT

*continued from page 1*

**"WE LIKE TO IMAGINE OURSELVES** *Mac users or Windows wizards, but some part of our work is always completed on a 'foreign' platform,"* says **Simon Jary,** *editor-in-chief of the newly released monthly, Digit, in the U.K. "All our differences have been digitized. It's time to wake up and smell the Java."*

for their digital video, 3D and Web work.

The launch issue of *Digit* has a newsstand presence of 10,000 copies with another 14,000 issues being mailed to professionals working in graphic arts, design, page layout, Web publishing, multimedia, CD-ROM, digital video, 3D modelling, animation, illustration and image editing.

Each issue comes with a free hybrid CD-ROM that will include trial versions of top graphics software, images and other offerings.

The 24,000-copy initial circulation is just a starting point, according to Jary, who said the company plans to increase circulation with each issue and convert controlled subscribers to paying customers.

The first issue features articles on the pros and cons of moving to Windows NT; a round-up of plug-ins for Adobe Photoshop, QuickTime 3.0, Cinema 4D XL; Titanic special effects; Web graphics; and The Spice Girls.

To view the table of contents and Jary's opening editorial, visit <http://www.digitmag.co.uk>.

Other *Digit* staff include Associate Publisher **Anne Ridyard**, Art Director **Mandie Johnson**, Deputy Art Editor **James Walker** and Senior Sales Executive **Marcus Wilkinson**.

*For more information, contact Jary at editor@macworld.co.uk.* 🖳

IDG

## *Job Opportunities - April 27, 1998*

**Digital Ad Coordinator (Mac Pub)**
Mac Publishing is looking for a pre-press person preferably with Service Bureau and/or publication experience to traffic, process, pre-flight and troubleshoot ad files. Ideal candidate will be detail-oriented and able to learn quickly while working in a fast-paced environment. Knowledge of QuarkXPress and PhotoShop essential. Familiarity with PageMaker, Illustrator, Freehand, and CorelDraw a plus. *Location: San Francisco, CA*
Contact: C. Haberman, Fax: 415-243-3657, Phone: 415-243-3538, Email: clayton_haberman@macworld.com

**Administrative Assistant (CIO)**
You will provide day-to-day administrative and operational support in our busy 40 person editorial department. This position requires a person with publishing and administrative background. Ideal candidates will be computer literate on Macintosh platform with knowledge of MS-Word and Filemaker. Excellent telephone, project management and customer service skills are necessary. Prior administrative experience in a fast paced environment is a must. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Vice President/Advertising Director, East (CW)**
Computerworld, The World's Technology Newspaper, has an outstanding New Jersey-based sales leadership opportunity for an extraordinary individual to lead the Advertising Sales teams within this Eastern region as VP/Advertising Director-East. Reporting to the Publisher, your primary role will be setting and executing sales strategies and expanding our key customer relationships at this leading business technology publication. Candidates must have had a successful sales career in the high technology publishing industry. These individuals must have the ability to motivate and lead teams through outstanding communication and leadership talents; thrive in a collaborative, multi-discipline company requiring teamwork across many different departments; and, must be strongly customer-centric. *Location: New Jersey*
Contact: S. Perry, Fax: 508-270-1160, Phone: 508-820-8160, Email: susan_perry@cw.com

**Assistant Managing Editor (CW)**
Computerworld's Magazines Group is responsible for producing monthly and quarterly supplements and stand-alone magazines delivered to Computerworld's evolving readership. The group currently has an opening for a Managing Editor who will run projects from conception through completion, working closely with the Magazine's Group Editor to make sure content and packaging tightly adhere to Computerworld's editorial mission. For each project that he or she oversees, the Managing Editor is responsible for generating story ideas, selecting authors, working with the graphics designer on look and feel, handling primary content editing and overseeing all aspects of production. The ideal candidate should have experience in magazine or supplement creation, with a keen understanding of what it takes to create compelling editorial packages that are not only thought provoking but aesthetically pleasing. The job requires infrequent travel to attend industry conferences and visit user and vendor sites. *Location: Framingham, MA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Senior Writer (CW)**
The Senior Writer is responsible for producing quality news copy on a weekly basis and will be assigned to report and write several stories per week. This beat includes all career-related issues for IT professionals, including all aspects of news/trends/analysis affecting the job market for information systems. At least 2 years of professional journalism experience is required and experience within the computer journalism field is preferred. College degree required, preferably Journalism, English or Computer Science. The ability and writing flair to cover careers/people issues for a technology/business audience is a must. Travel will be required. *Location: Framingham, MA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Copy Editor (IDC)**
Publishing Services & Technologies (PS&T) seeks a talented Copy Editor for market research on the IT industry. Responsibilities include editing text and tabular material on-line, working with authors to fine-tune their writing, choosing keywords to enhance on-line searches, and writing document descriptions and summaries. Strong Office 95 skills, especially Word and Excel are required. The ability to work under tight deadlines is a must. Experience working with charts, graphs and tabular data is preferred, as are exhaustive attention to detail, a bachelor's degree and one to three years of experience in a technical environment. *Location: Framingham, MA*
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: anne_schneider@idg.com

**Manager/Director of Application Development Tools (IDC)**
IDC's Application Development Tools program is looking for a seasoned professional to drive market research and consulting for 3GL, Java, and Internet centric development tools. Outstanding skills in data analysis, communication, public speaking, and project management are required. Significant experience in systems design/analysis along with programming in C/C++ and the development of client/server, Java, and/or internet applications also required. An advanced degree in business, economics, marketing, or computer science is strongly desired. Responsibilities include driving primary market research, performing stochastic and empirical analysis, writing research reports and bulletins, and expanding the scope of our custom consulting business. 10-20 years experience in application development requested with direct experience working for a development tools vendor desirable. *Location: Framingham, MA*
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4133, Email: ebaptiste@idcresearch.com

**Research Analyst, Asset Management (IDC)**
IDC's Asset Management Services seeks a market analyst in the Server and Workstation area. Responsibilities include analyzing server and workstation products and trends. This analyst will also be responsible for forecasting the total cost of ownership of server and workstations products as well as the residual value forecasts. Must be capable of working with vendors, lessors, and end users as well as other members of the IDC team. Position requires strong writing ability, solid spreadsheet familiarity, and excellent communication skills. Knowledge of asset management products and financial background a definite plus. *Location: Framingham, MA*
Contact: E. Baptist, Fax: 508-935-4610, Phone: 508-935-4133, Email: ebaptiste@idcresearch.com

**Applications Developer (IDG Global Communications)**
The individual in this position will develop applications for the Notes/Domino based IDG intranet as well as for IDG Global Communications customers world wide. Responsibilities include: working closely with users to develop specifications; building the applications using Lotus Notes, HTML, and other 4GL/object-oriented app dev tools; managing the distribution of the applications via Notes and the web; and providing technical support as needed. The successful candidate will have 1-3 years of programming and analysis experience. Proficiency with Lotus Notes' macro and script language is highly desired as is knowledge of Lotus' Domino web publishing technology and tools such as Visual Basic and Visual C++. The candidate must possess excellent interpersonal and problem-solving skills, be incredibly resourceful, have the ability to work well as a member of a team, and above all, have a desire to work in a fast-paced challenging environment. *Location: San Mateo, CA*
Contact: D. Garza, Fax: 650-524-5730, Phone: 650-524-5701, Email: diana_garza@idg.com

**Executive Assistant (IDG/WEC)**
Reporting to the VP of World Expo, responsibilities include facilitating and expediting incoming and outgoing communications internally as well as to our clients. In addition, this individual will need to be very proactive in the overall WEC sales effort with a keen eye towards looking for and facilitating new opportunities for business in conjunction with our sales teams. This position requires initiative, motivation, and professionalism as well as effective communication, organization, and time management skills. The successful candidate will be a bright, enthusiastic team-player who takes initiative and possesses creative problem solving abilities. Prior trade show experience is a plus. Experience with Lotus Notes, spreadsheet, and word processing software and 3-6 years of experience preferred. *Location: Falls Church, VA*
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

**National Account Manager (IDG/WEC)**
IDG World Expo seeks a seasoned sales professional to handle major accounts for GovTech. This will include developing relationships with the top IT accounts in the federal IT industry and generating sales into new IDG federal events. Individual must have a minimum of 5 years sales experience with a minimum of two years experience in major account sales in the IT industry preferably in a tradeshow/event sponsorship sales environment. Experience in the federal IT market is a plus. Strong interpersonal and business development skills and exceptional knowledge of the IT and IT event industries a must. *Location: Falls Church, VA*
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

**Ad Coordinator (IFW)**
InfoWorld is seeking an Ad Coordinator who will coordinate the advertising function between client, agencies, sales reps, and our in-house production and billing departments. This position with gather and enter all data pertinent to the booking of ROP and demographic advertising, to include: heavy telephone contact with and in support of clients, agencies, and sales offices; maintain accurate sales records and reports for management; maintain premium position records; work closely with editorial and production in creating a weekly dummy; prepare ad materials and process for shipping to the printer. *Location: San Mateo, CA*
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

**Business Systems Specialist/Lotus Notes Developer (IFW)**
InfoWorld is looking for business systems specialist focusing on Lotus Notes development. This key person on the Information Systems team will have the following responsibilities: Provide user support for order entry, workflow and sales automation applications and other Lotus Notes databases. Analyze business processes and recommend changes, in conjunction with department managers. Provide user support for sales systems applications, such as ACT, Approach, Microsoft Access, etc. Administer Notes databases and views. Train users on installation and usage of Notes databases. Plan and manage software development projects. Act as main systems contact for sales, marketing, production and finance departments. Liaison with Help Desk personnel in resolving business systems issues. Provide technical expertise on Notes issues, both to users and the Help Desk. Train Help Desk personnel on first-level user support issues. Document specifications for new software development projects. Write training materials and documentation for software. Mentors junior applications developers. To qualify for this job, you should have a bachelors degree (computer science or information technology emphasis preferred), three years Lotus Notes database development experience, five years experience in a deadline-driven environment (publishing preferred). *Location: San Mateo, CA*
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

**Manager, International Sales (IMS UK)**
We are looking for a team player, who is able to understand and translate the sales policies of IDG publications across EMEA to clients and agencies based in the UK. The candidate should have excellent English language ability and at least a 3 year success story in ad sales. *Location: Staines, England*
Contact: P. Shalet, Fax: 44-1784-210-200, Phone: 44-1784-210-210, Email: paul_shalet@idg.com

**Editor, Testing and Reviews (NW)**
Network World is looking for someone with a base of knowledge about network operating systems and hardware, and with writing or editing experience. Enthusiasm and a willingness to learn about networking further are a must. Main duties include editing at least two hands-on reviews per month, managing freelancers, and researching vendors and product market share to aid in selecting products for review. *Location: Framingham, MA*
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

**Associate Editor (PCW)**
PC World is looking for an associate editor to join its award winning Reviews team. Candidates should have a thorough knowledge of issues in the computer industry; 3 -4 years of magazine writing and editing experience; the ability to produce polished, hard-hitting reviews for a consumer audience; and the ability to work rapidly and accurate under pressure. A working knowledge of Access and Excel is a plus. *Location: San Francisco, CA*
Contact: C. Thornton, Fax: 415-442-1891, Phone: 415-974-7475, Email: carla_thornton@pcworld.com

**Editorial Assistant (PCW)**
PC World is seeking a college graduate interested in breaking into high-tech publishing for this entry-level Reviews Department position. Familiarity with computers; self-motivation and ability to absorb technical material quickly; excellent communications/phone skills; and the ability to handle multiply task in a fast-paced environment is a must. Duties will consist mainly of supervising product ordering and collecting product information from vendors.
*Location: San Francisco, CA*
Contact: C. Thornton, Fax: 415-442-1891, Phone: 415-974-7475, Email: carla_thornton@pcworld.com

**Senior Editor, News (PCW)**
Assist in management and editing of PC World's Top of the News section, including assigning and editing articles, tracking stories, shepherding art and captions through copy-edit and production. Report and write New Products and Top of the News stories. Meet regularly with vendors in beat areas; travel periodically to vendor sites; attend trade shows. Play significant role in developing monthly story lineup and assist junior editors in developing their skills. Be prepared to manage News Department in the absence of the Executive Editor. Requirements: Five years technology journalism experience, including supervisory experience. *Location: San Francisco, CA*
Contact: B. Snyder, Fax: 415-442-1891, Phone: 415-267-1715, Email: bill_snyder@pcworld.com

**Senior Editor, PC World Today (PCW OSG)**
Identify products, news articles, trends and issues of import to PCW's Online readers: Coordinate with PCW Magazine news editors to ensure timely, accurate flow of new product reports from the New Products and Top of the News sections; coordinate with PCW Online section editors to ensure timely, accurate flow of abstracts of print articles and original online material. Manage the PCW Today section to maximize circulation and improving reader satisfaction scores through the selection and editing of stories, enhancements to navigation and design, and links to relevant shareware, related articles and multimedia elements. Analyze and respond to usage numbers and reader rankings of articles to provide content that meets the needs of PCW's Online readers. Act as chief liaison with wire service providers, select and edit wire copy. Able to work under tight deadline and juggle multiple tasks. Degree in English or Journalism or equivalent work experience. Minimum of five years editorial management.
*Location: San Francisco, CA*
Contact: P. Lemmons, Fax: 415-442-1891, Phone: 415-267-1776, Email: phil_lemmons@pcworld.com

***Places to find a complete listing of Job Opportunities across IDG:***

- Lotus Notes - Job Opportunities Database
- IDG Central: http://idgcentral.com
- IDG Web Site: http://www.idg.com
- Job Hotline - MA: 508-935-4406 PCW/MacWorld/Publish: 415-978-3100
- The World Update on the last Monday of every month

Week Of April 27, 1998

| BU | Category | Title | Location | Contact | Phone | Fax |
|---|---|---|---|---|---|---|
| CHSG | Finance | Financial Controller/Business Manager | San Mateo, CA | S. Moore | P: 650-312-0631 | F: 650-312-0668 |
| CHSG | Sales | Account Executive | Rochelle Park, NJ | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| CHSG | Sales | Account Executive | Chicago, IL | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| CHSG | Sales | Account Executive | San Mateo, CA | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| CHSG | Sales | Senior Regional Manager | West Coast | S. Moore | P: 650-312-0631 | F: 650-312-0668 |
| CIO | Ad Sales | Advertising Sales Associate | San Francisco, CA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Admin | Circulation Assistant/Database Administrator | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Edit | Administrative Assistant | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Edit | Copy Editor | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Edit | Features Editor | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Edit | Features Writer | San Francisco, CA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Edit | Graphic Designer | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Edit | Staff Writer | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Mktg | Marketing Assistant | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Mktg | On-line Marketing Associate | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Systems | IS Support Specialist | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CW | Ad Sales | Vice President/Advertising Director, East | New Jersey | S. Perry | P: 508-820-8160 | F: 508-270-1160 |
| CW | Edit | Assistant Managing Editor | Framingham, MA | P. Fowler Sh | P: 508-820-8647 | F: 508-879-3760 |
| CW | Edit | Senior Writer | Framingham, MA | P. Fowler Sh | P: 508-820-8647 | F: 508-879-3760 |
| CW | Edit | Staff Writer | Burlingame, CA | P. Fowler Sh | P: 508-820-8647 | F: 508-879-3760 |
| CW | HR | Human Resources Manager | West Coast | S. Perry | P: 508-820-8160 | F: 508-270-1160 |
| CW | HR | Human Resources Representative | Framingham, MA | S. Perry | P: 508-820-8160 | F: 508-270-1160 |
| CW | Mktg | Copywriter | Burlingame, CA | P. Fowler Sh | P: 508-820-8647 | F: 508-879-3760 |
| CW | Mktg | Marketing Director | Burlingame, CA | P. Fowler Sh | P: 508-820-8647 | F: 508-879-3760 |
| CW | Rsch | Director of Research | Framingham, MA | S. Perry | P: 508-820-8160 | F: 508-270-1160 |
| CW | Sales | District Sales Manager | Burlingame, CA | P. Fowler Sh | P: 508-820-8647 | F: 508-879-3760 |
| CW | Systems | System Support Specialist | Framingham, MA | P. Fowler Sh | P: 508-820-8647 | F: 508-879-3760 |
| CW Singapore | Edit | Editor | Singapore | J. Tan | P: 65-345-8383 | F: 65-345-7097 |
| ENN | Sales | Director, Regional Recruitment Advertising | East Coast or West Coast | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| FCW | Admin | Assistant to the President | Falls Church, VA | J. Dendievel | P: 703-876-5057 | F: 703-876-5089 |
| FCW | Circ | Promotions Manager | Falls Church, VA | J. Dendievel | P: 703-876-5057 | F: 703-876-5089 |
| FCW | Events | Administrator, Conferences & Trade Shows | Falls Church, VA | J. Dendievel | P: 703-876-5057 | F: 703-876-5089 |
| FCW | Events | Director, Conferences & Trade Shows | Falls Church, VA | J. Dendievel | P: 703-876-5057 | F: 703-876-5089 |
| FCW | Events | Events Marketing Manager | Falls Church, VA | J. Dendievel | P: 703-876-5057 | F: 703-876-5089 |
| FCW | Events | Events Sponsorship Sales | Falls Church, VA | J. Dendievel | P: 703-876-5057 | F: 703-876-5089 |
| FCW | Prod | Production Assistant | Falls Church, VA | J. Dendievel | P: 703-876-5057 | F: 703-876-5089 |
| FCW | Sales | District Sales Manager | Falls Church, VA | M. Martin | P: N/A | F: 703-876-5128 |
| FCW | Sales | Inside Sales Partner | Falls Church, VA | M. Martin | P: N/A | F: 703-876-5128 |
| GWAN | Ad Sales | On-line Advertising Coordinator | San Francisco, CA | J. Hourston | P: 415-676-3037 | F: 415-835-2473 |
| GWAN | On-line | On-line Account Manager | Stamford, CT | M. Maynard | P: 508-935-4777 | F: 508-935-4600 |
| ICE | Sales | National Sales Manager | Framingham, MA | M. Maynard | P: 508-935-4777 | F: 508-935-4600 |
| IDC | Admin | Group Operations Coordinator (2) | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4600 |
| IDC | Edit | Copy Editor | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4600 |
| IDC | Edit | Copy Editor/Consulting | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4600 |
| IDC | Intern | Intern, IRS/CIA | Framingham, MA | E. Baptiste | P: 508-935-4133 | F: 508-935-4610 |
| IDC | IS/Prod. | Senior Publishing Software Engineer | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4600 |
| IDC | Mktg | Group Marketing Manager, Personal Systems | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Mktg | Marketing Specialist | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Prod | Desktop Publisher, Consulting | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4600 |
| IDC | Rsch | Associate Research Analyst, Smart Handheld Dev | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Inquiry Analyst | Framingham, MA | E. Baptiste | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Inquiry Analyst, West Coast | Mt. View, CA | E. Baptiste | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Manager/Director of Application Development Tool | Framingham, MA | E. Baptiste | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Program Manager, Internet Commerce Services | Framingham,MA, Mt. View, CA or Aus | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| IDC | Rsch | Program Manager, Worldwide Services | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst - Business Network Services | TBD | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, Asset Management | Framingham, MA | E. Baptiste | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, Data Communications | Framingham, MA | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| IDC | Rsch | Research Analyst, Global Research Services | Mt. View, CA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, Information Access | Framingham, MA | E. Baptiste | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, Semiconductors | Framingham, MA | E. Baptiste | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, Storage | Framingham, MA | E. Baptiste | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Research Director, Internet Security | Framingham, MA | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
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Volume 3, Number 3 April 27, 1997

# IDG U.S. UPDATE

PUBLISHED MONTHLY FOR IDG EMPLOYEES IN THE U.S.

## PC World Online Manager Pedals in California AIDS Fund-raiser...

From May 31 through June 6, come heat or high water, PC World Online Interactive Customer Service Manager **Mark Green** will ride his bicycle from San Francisco to Los Angeles. Hard to believe? Not for Green and the 2,500 other people who will be riding alongside him on the seven-day trek.

Green is participating in the seven-day, 565-mile California AIDS Ride 5, an annual charity bicycle ride that raises money for the San Francisco AIDS Foundation and the Jeffrey S. Goodman Special Clinic of the Los Angeles Gay and Lesbian Center. This year each rider must raise $2,500 in order to participate. Last year's riders raised $9.2 million; this year the same number of riders have committed to raising $10 million.

Green participated in last year's Ride. "I no longer know how to say the words 'I can't'," he said. "They're no longer in my vocabulary. It's just an awesome experience to have 2,500 committed people together for seven days riding together through rain or shine. You can't get that anywhere else. It's magical.

"Some of the riders haven't been on a bike in years and most have never raised a penny in their lives," he continued. "But the Ride generates a huge amount of publicity — and money — for the fight against AIDS."

### Training regimen

He said that he trains for the Ride "pretty much every weekend during the spring, usually about 90 miles" on each ride. Early mornings from March through May, he can frequently be found biking from San Francisco across the Golden Gate Bridge to the Marin Headlands. From there he usually heads on to the town of Sausalito for his morning coffee, then sets his sites on home, biking back across the bridge to San Francisco. In all, Green said his morning ride is about 25 to 30 miles and takes between 1 1/2 to two hours to complete — all before getting to work by 9:00 a.m. He also leads training rides of between 10 and 40 people about once a month and serves on the Ride's Speakers Bureau, which involves speaking about his Ride experience at fund-raising parties.

On April 30, Green will hold such an event for his own fund-raising efforts at

• CONTINUED ON PAGE 3 •

**PC WORLD ONLINE'S MARK GREEN** *pedals through the Santa Barbara Mountains north of Los Angeles during last year's California AIDS Ride 4.*

## ...While Mass.-based IDGers Walk On

His name is David Eliot. Maybe you knew him. He worked for IDG Expo Management for 10 years and just passed away from AIDS on Presidents Day this year. It's just like him —born on Veteran's Day and died on President's Day. Actually, though, he was more like the Fourth of July.

Maybe you have a David of your own. Or maybe you know someone who has been touched by the loss of AIDS. Or maybe you just know that this is an essential cause and it's important now, more than ever, to show your support.

The 13th annual AIDS Pledge Walk will take place in Boston on Sunday, June 7. IDG and its employees have been steadfast contributors for the past eight years, collecting close to $325,000 for the fight against AIDS, which makes IDG the AIDS Action Committee's third largest corporate sponsor. We encourage you to continue in your already solid footsteps.

### Change in route

The 10-kilometer walk (6.2 miles for the metrically impaired) begins at 9:00 a.m. The route has changed this year and now both starts and ends at the Hatch Shell on Boston's Esplanade. It winds its way through the city and ends with great food donated by area companies and a wonderful concert. All along the route bands play, dancers dance and people sing.

IDG will provide transportation from Framingham to Boston on Sun-

• CONTINUED ON PAGE 3 •

## TRAVEL UPDATE

# IDG Signs Contract Making United its Preferred Primary Carrier

IDG signed a contract, effective May 1, with United Airlines increasing the upfront discount to 15%. As our primary carrier, United is committed to servicing our account and will be providing upgraded frequent-flyer status; all newly enrolled flyers will be automatically upgraded to Premier status, and all current United frequent flyers will be upgraded to Executive Premier status. (Please contact the travel office to implement this.)

American and Delta continue to be our secondary preferred carriers on all markets not serviced by United.

# Enhancements Made to Online Travel Booking Product

AXI (American Express Interactive), the on-line travel system tailored for IDG, is easier and more convenient than ever! Version 1.1, became available Friday, March 27, and has an array of exciting new features. American Express has also implemented an enhanced security process that will ensure the protection of all the personal information stored in AXI. The new features are detailed below:

- TRAVEL ARRANGER ACCESS: This feature allows an AXI user to make reservations for one or more travelers without having to login as that person.

- TEMPLATE ITINERARIES: Do you take repeat trips to the same destination? Book repeat trips in FLASH with template itineraries. Just change the dates, and AXI does the work for you.

- SHARED ITINERARIES: Share Itineraries with your colleagues — perfect for group trips.

- BEST-PRICED FLIGHTS OPTION: Now AXI will present you with the lowest priced round-trip options that meet our travel policy.

- SCHEDULED FLIGHTS: Now you can see all scheduled flights on the requested date, even those flights that are sold out. If you see a flight you want that isn't available, you can send a message to a Travel Counselor to wait-list you.

- HOTEL SEARCH BY ATTRACTION: Find the hotel closest to the attraction you're visiting.

If you have any questions about AXI or the new features of AXI, or if you would like to request an ID and password for a colleague or someone you arrange travel for, please feel to contact **Paul Carlin** by phone at 508-820-8645, by fax at 508-820-8620 or by e-mail at paul_carlin@idg.com.

(Please note: For those current AXI users, login procedures have been changed as well; if you have not been notified already, please contact Paul Carlin.)

# Laptops, Purses, Briefcases Count as Carry-Ons on Three U.S. Carriers

United, Delta and Southwest have initiated a policy designed to reduce excessive carry-on luggage, effective on all Delta and Southwest flights, but limited to United's North American flights only. The rules apply to all classes of service and are as follows:

**United**: Effective May 15th, the only exceptions to United's two carry-on limit will be coats, child seats, and disabled assistance devices such as crutches or canes.

**Delta**: Effective April 15th, the only exceptions will be small purses, food to be consumed on-board and disabled assistance devices. Delta also mandates that laptops and duty-free merchandise be included in the two-bag carry-on limit.

**Southwest**: As of Feb. 2, the only exceptions to the Southwest's two carry-on limit are coats, small purses, camera bags and disabled aids. In addition, on crowded flights, Southwest permits only one carry-on per person.

Other major airlines, including American and Alaska Airlines, are reviewing their policies at this time and are expected to initiate carry-on baggage limitations soon. Northwest Airlines initiated a policy last November making coach-class fliers limited to one carry-on bag along with a laptop, briefcase or purse; first class, as well as Northwest frequent fliers, are allowed two carry-ons.

# Did You Know...

- **United and All Nippon Airways** (ANA) have agreed to form a comprehensive marketing alliance to code-share on each other's flights, effective October 1998. In addition to expanded access between the U.S. and Asia via code-share flights, passengers will benefit from:

  * Coordinated schedules.
  * One-stop check-in; seat assignments; and baggage connections.
  * Accrual and redemption of miles in both frequent flyer programs.

- **Delta Airlines strengthened** its competitive position in Latin America last month with marketing agreements with Aeromexico and Aeroperu.

- **U.S. passport fees have decreased**. The price of a new passport is $60.00; the renewal fee is $40.00. (Passport applications can be obtained from IDG Travel.)

IDG Corporate Travel Manager Lyndsey Pomella contributes this column. She may be reached at: lyndsey_pomella@idg.com.

**TERRENCE BAILEY WITH** *Atlanta Regional Office Manager* ***Deb Brown.***

MICHAEL RUSHIN

## BAILEY, POMELLA GARNER STAR AWARDS

**Two IDG employees, nominated by their colleagues for exceptional service, teamwork and results, received IDG Corporate Boviard STAR Awards earlier this year.**

**Corporate Travel Manager Lyndsey Pomella "has gone the extra mile in helping us control airfare costs, and whenever we have a special request, she always delivers with excellent and timely service," said one of her clients. An IDG employee since 1994, Lyndsey was also praised for her Let's Do It approach.**

**Terrence Bailey joined IDG in 1995 as the receptionist in the Atlanta regional sales office and is now an administrative assistant. One client remarked that he "provides additional support over and above what is expected."**

**The biannual awards honor the memory of former IDG Corporate Credit Manager Jay Boviard.**

KRISTEN MCPHILLIPS

**IDG COO JIM CASELLA,** ***Lyndsey Pomella*** *and IDG Chairman* ***Pat McGovern.***

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**AIDS RIDE**

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IDG WORLD UPDATE

**GREEN HAS ALSO BEEN KNOWN** *to train in the halls of his San Francisco office.*

5:00 p.m. in PC World's sixth-floor conference room at 501 Second Street in San Francisco. "I'm committed to raising at least $3,000," he said. "I'm also co-captaining the AIDS Walk Team for IDG West this year. The event on the 30th is combination event for me and a kickoff for the AIDS Walk, so people should come if they want to participate in either."

*Mark Green can be reached at 415-975-2680 or by e-mail at mark_green@pc world.com.*

### LACE UP FOR THE SAN FRANCISCO AIDS WALK

This year's 10K Walk for San Francisco AIDS charities is being held on Sunday, July 19. The 12th annual Walk will begin in Golden Gate Park at 10:30 a.m.

IDG will supply pastries in the morning, lunch in the afternoon, and an IDG team t-shirt. Last year, 70 IDG walkers raised $14,286. For more information, contact **Diane Ajello** at 415-978-3288 or diane_ajello@idg.com.

**AIDS WALK**

*continued from page 1*

day morning. The van, which will hold 14 people on a first-come, first-served basis, will leave at 8:00 a.m. sharp and return from Boston at 2:30 p.m. You are encouraged to reserve a seat by contacting any team captain.

Registering and getting your pledge sheet is also different this year so please contact your team captain. The wonderful people who are serving as team captains this year are:

**Maureen Roberti**, Computerworld: 508-271-8007 or maureen_roberti@cw.com
**Allison Stamm**, IDG Research and List Services: 508-370-0860 or allison_stamm@idg.com
**Sally Reinfeld**, IDG at Five Speen St.: 508-935-4423 or sally_reinfeld@idg.com
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**Maureen Rondeau**, IMS: 508-820-8219 or maureen_rondeau@idg.com
**Kathleen Ohlson**, IPS: 617-423-9608 or kathleen_ohlson@idg.com

Captains for ICE, Channel Services, World Expo and Corporate Travel are being sought so if you're interested, please contact IDG List Services' **Deb Goldstein** at 508-370-0820 or deb_goldstein@idg.com, or IPS' **Suzanne LePage** at 617-423-1125 or suzanne_lepage@idg.com.

*IDG World Update thanks Deb Goldstein for contributing this article.*

• FOR SALE • FOR RENT • BIRTHS • MARRIAGES • PEN PALS • HOUSE EXCHANGES • FOR SALE • FOR RENT •

HOUSE EXCHANGES

# IDG WORLD UPDATE's MARKETPLACE

BIRTHS

• PEN PALS • MARRIAGES • BIRTHS • FOR RENT • FOR SALE • HOUSE EXCHANGES • PEN PALS • MARRIAGES •

## FOR RENT

• Quintessential Maine coast vacation home. Charming, comfortably furnished home on the ocean about a half-hour north of Kennebunkport. Wonderful, panoramic views from most rooms, mile-long sandy beach close by. First floor has living room with fireplace, large glassed/screen porch, kitchen, dining room and bath. Second floor has master bedroom with drop-dead ocean views and deck, plus two more bedrooms and bath. Limited to six people. Weekly rentals at off-season rates available starting August 29.

- Contact Melville Realty at 207/284-5350 or e-mail
Cathy Baskin at cathy_baskin@pcworld.com

## FOR SALE

• **1995 VW Golf GL**. Red five-speed, 45,000 miles, power moonroof, great condition, includes Thule ski rack. Must sell to buy new VW Bug! Asking $11,500.

- Julie Lynch, 508-935-4041
julie_lynch@idg.com

• **1992 VW Passat GL**. Cherry red four-door sedan, 85,000 miles, automatic transmission, 16 cam, power steering and brakes, electric windows/sunroof, new tires. Great condition. Must sell. $7,500 or best offer.

- Terri Haas, *CIO*, 508-935-4463
thaas@cio.com

• **1990 Acura Integra RS**. Great car, two-door hatchback, five-speed, white with AM/FM cassette deck, air-conditioning. Only had one-owner. Asking $4,000 or best offer.

- Cindy Borovick, IDC, 508-935-4255
lborovick@idcresearch.com

• **1994 Ford Ranger XLT**. Standard transmission, 28,000 miles, cassette player, in excellent condition. Asking $8,500.

- Karen Beasley, CW 508-271-7110
karen_beasley@cw.com

• **Thomasville Cherry Lingerie chest**. Multi-drawers, with side jewelry compartment. Original price was $1,100; will sell for $450 but negotiable.

- Chris Sears, *Network World*, 508-820-7423
csears@nww.com

• **Bedroom Set**. Beautiful solid wood five-piece traditional/Colonial-style bedroom set in dark mahogany stain. All pieces in near-flawless condition. Queen-size four-poster bed, 19-by-67 six-drawer bureau, 18-by-33 six-drawer dresser, and two 17-by-24 three-drawer night stands. Sells at retail for more than $5,000. Asking $2,500 for all.

- Maureen Molloy, IDC, 508-935-4240
mmolloy@idcresearch.com

• **Framingham, Mass., home**. Beautiful five-year-old custom-built contemporary house in wooded setting overlooking Framingham Country Club. Desirable neighborhood offering immediate access to Route 9 and the Mass. Pike. Home boasts three spacious bedrooms, living room (with skylights and fireplace), formal dining room, eat-in kitchen, first-floor laundry, 2.5 baths, central air conditioning, two-car garage and ample back yard. $267,400.

- Richard Dean, IDC, 508-935-4382
rdean@idcresearch.com

## BIRTHS

• **Tim Connors** (IDC U.S.) and his wife, Lisa, welcomed their first child, a girl named Jordan Alyssa, on March 13. Jordan weighed in at 7 lbs., 10 oz. and is 19 inches long.

• **John Battelle** (*The Industry Standard*) and his wife Michelle welcomed Chloe Rose into the world on March 18. Chloe weighed 7 lbs., 9.5 oz.

• **David Vellante** (senior vice president, Systems, Software and Storage Research at IDC) and his wife Debra welcomed the birth of their second child, son Roman WIlliam Vellante, on March 8 at 6:34 a.m.

• **Styrmir Gudlaugsson** (publisher of *Tolvuheimur/PC World Iceland*) and his wife Thelma Hansen, finance manager of the company, had a boy, Gylfi Styrmisson, on March 19, weighing in at 3714 gr.

### HAVE SOMETHING YOU WANT TO SELL, RENT, BUY OR ANNOUNCE?

***Send your ads in by May 19 in order for them to appear in the May 25 issue.***

Send information to be posted in the online and print Marketplace to *IDG World Update* at fax: 617-423-0712 or via e-mail at world_update@idg.com. Please include your name, business unit, telephone number and e-mail address.

**IDG BOOKS**

*continued from page 1*

IDG WORLD UPDATE

**ONE STEP'S EDITORIAL TEAM (FIRST ROW, L-R): STEFAN GRÜNWEDEL,** *Susannah Pfalzer, Walter Bruce. Second row, L-R: Ken Brown, Tracy Thomsic, Robin Seaman, Larisa North, Carole Bosch, Juliana Aldous, Tracy Brown, Annie Romanowitz, Katharine Dvorak, Terry Somerson.*

IDG WORLD UPDATE

**ONE STEP'S PRODUCTION TEAM (FIRST ROW, L-R): ELSIE YIN, KURT KRAMES,** *Tom DeBolski, Katy German, Catalin Dulfu. Second row, L-R: Dina Quan, Andreas Schueller, Laura Carpenter, Ritchie Durdin, Deena Patel, Linda Marousek, Susan Parini.*

written to match the exercises in the book so users can follow along and teach themselves how to use a program as the software talks them through each step.

According to Bruce, the software provides three teaching modes so that beginning or intermediate users can choose the method that suits them best. Demo mode offers short, movie-style demonstrations of hundreds of key tasks. In Teacher mode, two voices guide users through every step of a specific task in an interactive simulation. Concurrent mode lets users listen to the instructions as they work in documents in the program they're learning.

There are currently seven books in the series — *Office 97 One Step at a Time*, *Excel 97*, *Access 97*, *Word 97*, *Outlook 97*, *Internet Explorer 4* and a volume previewing Windows 98. *Windows 98 One Step at a Time* will be released shortly. Several of the books have been approved as courseware for the Microsoft Office User Specialist program, a credential Bruce said he expects to grow in importance in coming years.

"These products can also take the place of classroom-style training in education and corporate environments. They are highly interactive and appeal to those who like to learn by doing," he said.

### Experience counts

The books are written and edited by professionals who have years of training experience. One of the authors, **Nancy Stevenson**, has since joined IDG Books as acquisitions manager.

"One of the big challenges was working with several editors at once to keep the use of the different elements throughout the books consistent throughout the entire series," said **Stefan Grünwedel**, IDG Books development editor. "The biggest challenge was to incorporate the CD with the book since they were done completely separately. So both the author and I had to incorporate the CD instructions into the already written text and then provide the visuals for the book. There were several iterations of each chapter between production, the editors and the copy editors. We all got along well and knew the end result would be worth it because the books had already been marketed so well."

According to Bruce, the One Step at a Time line has no competitor that offers a similar type of interactive software.

"Our sales team has done a great job getting our books into the marketplace, and demand is sky-high," he said. "There are already more than 300,000 copies in print. We expect that number to grow even more when the Windows 98 title comes out. Now it is up to us to stay close to the customers to determine whether they perceive the value we are offering and react to their feedback to make future versions of these products better. The quality of the books and the powerful software set us apart from the competition, but there is always room for improvement."

Bruce said he was optimistic about the long-term prospects for this series and noted that IDG Books plans to bring out a second wave of One Step at a Time books in the fall.

*For more information, contact Walter Bruce at wbruce@idgbooks.com or telephone 650-655-3049.*

## NOTEWORTHY

### NEW EMPLOYEES

IDC Japan welcomes Printer Analyst **Sumiko Takeyasu** to its Systems Solution Group. She previously worked for Apple Computer, Inc., as an assistant manager of market intelligence and holds a B.A. in international studies. Outside the office she likes to bicycle, garden and listen to classical music.

**Koji Moriya** joins the Personal Systems and Communication Group as a junior PC analyst. His former job was with the finance department of Melco, Inc., a manufacturer of PC peripherals. He has a finance degree from the University of Utah and likes playing golf and investing in the stock market.

**Kuniko Takahashi** has been hired by IDC Japan's marketing group as a PR and corporate marketing specialist. She comes to IDC from NetManage Japan K.K., a provider of Unix connectivity solutions. A graduate of Meijigakuin University, she majored in marketing. She is currently a big fan of Cuban dance, particularly salsa.

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**Marita Ellixson** signs up with IDG Books' Indianapolis office as a media development editor, coming from Collins Consulting, where she was a technical recruiter. She earned a B.S. in computer sciences from University of Central Florida in Orlando, Fla., and an M.B.A. in marketing from Andrew Jackson University in Birmingham, Ala. She enjoys reading and collecting Disney, Star Wars and Star Trek memorabilia and had a poem accepted for an upcoming anthology.

**Breea Hosier** joins IDG Books in Indianapolis as a customer service representative. She held a similar title at Industrial Centre Federal Credit Union. She earned a degree from Spring Arbor College in Spring Arbor, Mich., and enjoys sports, particularly basketball.

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**Dave Brambert** and **Ian Jacobs** join the staff of *Solutions Integrator*. Brambert was appointed executive editor of the magazine's networking coverage. He will also head up special projects, including custom publishing and editorial advisory board activities. Brambert comes to *Solutions Integrator* from *NetworkVAR* where he was editor-in-chief for the past five years. He holds a degree in communications/journalism from Loyola University.

Jacobs will be the publication's senior software editor. Prior to joining *Solutions Integrator*, he was the West Coast bureau chief for *VARBusiness*. Jacobs earned a B.A. from Rutgers University and an M.A. from Stanford University.

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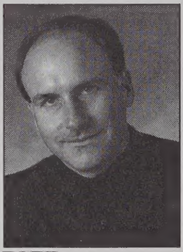

**PARR**

**Barry Parr** is IDC West's director of consumer Internet research. He was most recently vice president for news at C|NET, where he built the News.com technology news Web site. Prior to that he was the executive producer of *The San Jose Mercury News*' Web site. He holds a B.A. in psychology from Stanford University in Palo Alto, Calif., and an M.B.A. in marketing from Harvard University.

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With its launch issue set to debut April 27, *The Industry Standard* has filled its remaining editorial positions. Columnist **Michael Wolff** will write a weekly column on the people and events driving the Internet economy. He is the author of *Burn Rate*, an account of the early years of the Internet industry and his experience running a venture-capital financed Internet firm. He also wrote the million-selling *NetGuide* and co-wrote *Where We Stand*, which became a six-part PBS television series.

**Carl Steadman** joins *The Internet Standard* as its weekly back-page columnist. He is the co-founder of Suck, an influential early Internet site, and was named one of the "50 People Who Matter Most on the Internet" by *Newsweek*. His work has also appeared in *Wired*, *Spin* and *Feed*.

Previously with *The San Jose Mercury News* where she covered the Internet and telecommunications, **Elizabeth Wasserman** will be the Washington bureau chief. She was a reporter for *Newsday* for seven years and has also worked at *The Orlando Sentinel* and *The Syracuse Herald-Journal*. She is a graduate of the State University of New York at Stony Brook.

Senior Editor **Laura Rich** comes from *Adweek*, where she was a key player in the magazine's IQ technology section. She will be responsible for *The Standard*'s "New Gig" section. She holds a degree from DePauw University in Greencastle, Ind.

Previously with C|NET's News.com, Staff Writer **Alex Lash** will lead *The Standard*'s coverage of Microsoft. A graduate of Brown University in Providence, R.I., he has also written for *PC World* and *Corporate Computing*.

Formerly with *Wired* magazine, **Jacob Ward** is now a reporter with *The Industry Standard*. He majored in history at Wesleyan University in Middletown, Conn., and is a musician and freelance writer outside the office.

---

**Christine Lugton** joins *InfoWorld* as a sales associate, coming from CKS Media where she was a media planner. She holds a B.S. in advertising from San Jose (Calif.) State University.

**Joe Benway** comes on board as *InfoWorld*'s new vice president of finance. He earned an MBA from Washington University in St. Louis and likes to hike, bike and play tennis.

**Vivian Miles** has been hired as *IW*'s Metro Careers ad coordinator. In her former job at Delancey Print and Copy she supervised a staff of six and handled several design, film output and customer tasks. Outside the office she enjoys camping when she's not helping her kids with their homework.

### TRANSFERS

Three employees have moved to *The Industry Standard* from other IDG business units. Executive News Editor **Michael Parsons** was previously news editor for *InfoWorld*, a correspondent for the IDG News Service and a writer for the London-based technology magazine *Connexion*. He is a graduate of St. Catherine's College, Oxford.

**Mary Anne Thompson**, most recently director of strategic research at IDG Marketing Services and research manager at *PC World* before that, now takes the title of metrics editor for *The*

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**TWENTY YEARS**
Ney Seara Kruel - IDG Brazil

**EIGHTEEN YEARS**
Sinval Silva - IDG Brazil

**SIXTEEN YEARS**
Keiichi Maesato - IMS/Japan

**TWELVE YEARS**
David Bromley - IDG World Update

**ELEVEN YEARS**
Julio Attala - IDG Argentina

**NINE YEARS**
Ilona Dietrich - IDG Germany

**EIGHT YEARS**
Ruugero Vota - IDG Italy
Hans Henrik Brunnmayr - IDG Germany
Svenja Mohn - IDG Germany
Franz Josef Reismann - IDG Germany

**SEVEN YEARS**
Nilde Meregalli - IDG Italy
Matthew Clark - IMS
Jill Nightingale - InfoWorld
Silvia Langford - IDG Germany
Raimundo Cauby Rocha - IDG Brazil

**SIX YEARS**
Rosa Guerinoni - IDG Italy
Kimberly Stein - PC World
York von Heimburg - IDG Germany
Finn Geisler - IDG Denmark
Solange de Oliveira Calvo - IDG Brazil

**FOUR YEARS**
Ken Ball - IDG Books
Katharina Friedmann - IDG Germany
Martyne Page - PC World

**THREE YEARS**
Carolyn Welch - IDG Books
Nieves Santana - IDG Spain
Shin-ichiro Hashiguchi - IDC Japan
Svenja Prins - IDG Germany
Klaus Krabbe - IDG Denmark
Daniela Arthur da Costa - IDG Brazil
Suzi Cristina Correa da Costa - IDG Brazil
Wolfgang Böhler - IDG Switzerland
Urs Flückiger - IDG Switzerland
Alessia Saxer - IDG Switzerland

**TWO YEARS**
Daniel de Blas - IDG Spain
Michelle Mitchell - InfoWorld
Philip Hall - IDG Books
Bernd Seidel - IDG Germany
Cornelia Neft - IDG Germany
Thomas Hackenberg - IDG Germany
Nicolai Winther - IDG Denmark
Isahito Kiyofune - IMS/Japan

**ONE YEAR**
Anne Swartz - CIO
Trina Fletcher - InfoWorld
Michelle Fuller - Computerworld
Larry Ho - IDG Books
Gregory Hall - IDG Books
Robyn Askam - IDG Books
Stephanie Hollier - IDG Books
Linda Stark - IDG Books
Tao Ai Lei - IDG Singapore
Jörg Langer - IDG Germany
Maki Yamamoto - IMS/Japan

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*Industry Standard*. She will oversee a weekly section analyzing the facts and figures driving Internet economy. She has also worked for *The Tokyo Journal* and *The Los Angeles Times*.

Director of Sales and Recruitment **Kaye Sharbrough** comes from *Computerworld,* where she was the director of partner programs and prior to that the Western advertising director of CW's *Client/Server Journal.*

LAURA AJELLO

**RAMIREZ**

**Ed Ramirez** comes to Web Publishing, Inc. as advertising manager from Mac Publishing L.L.C. where he was the national accounts manager of Online@Mac. In his new position as advertising manager he will coordinate the ads for the Web sites of SunWorld, JavaWorld, NCWorld and Netscape Enterprise Developer, supervise two account managers and be responsible for all WPI sales efforts. He majored in advertising at San Antonio College and enjoys cycling and off-road adventures in his Jeep Wrangler.

*Send Noteworthy information to: world_update@idg.com.*

## *PCW*'s Million-Dollar Seller, Times Two

GERI GIOVANNI

***PC WORLD'S KATHY McKAY HAS** good reason to smile. For the second time this fiscal year, the Chicago-based senior account manager has logged in excess of $1 million in ad sales. "Hitting the $1 million mark in one issue is testimony to Kathy's outstanding work with some of PC World's largest accounts. We are very lucky to have her on our team, the 'A Team of Ad Sales!' " said **Bob Carrigan**, PC World VP/associate publisher. Kathy joined PC World in January 1996.*

IDG WORLD UPDATE online

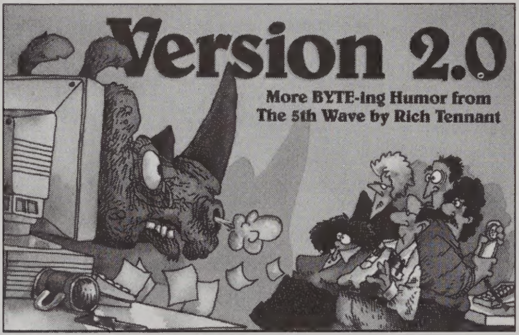
**Yes, Virgina, there really is an *IDG World Update Online*. Check it out on IDG Central (IDG's intranet) at <http://idgcentral.com> or on Lotus Notes. It's a timely way to read the issue (articles are posted the Friday afternoon, Boston time, before publication date). It's also an easy way to search for stories (from August 1996) about your business unit.**

## OFF LINE

**It's that time again!**

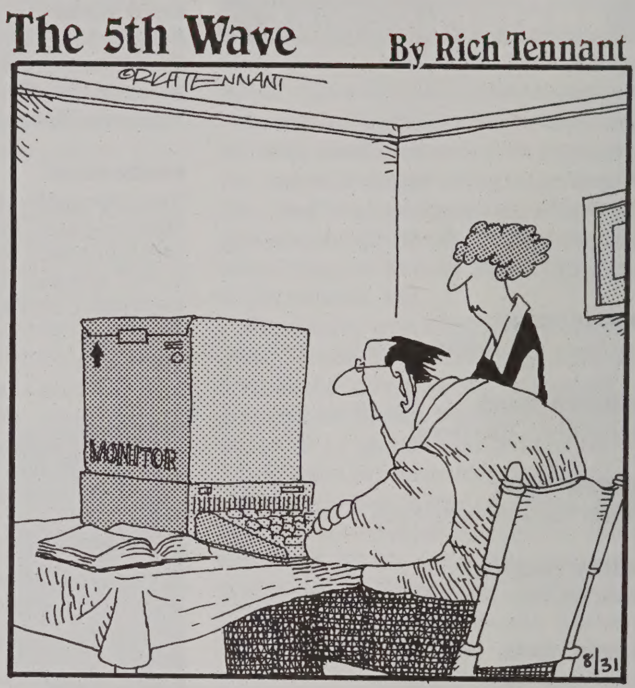
**Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, May 26.**

**The IDG employee with the most humorous submission will have a choice of receiving either a copy of Rich Tennant's second book of cartoons, *Version 2.0,* or an "Off line" T-shirt imprinted with an original Rich Tennant cartoon. Honorable mention winners will receive an *IDG World Update* pen.**


Version 2.0
More BYTE-ing Humor from The 5th Wave by Rich Tennant
IDG

**Fax your creations to 617-423-0712, or E-mail them via Lotus Notes (World Update) or via the Internet (world_update@idg.com.)**

**Have fun!**



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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 75 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 18

May 4, 1998

**ASIA-PACIFIC PCW PRODUCT LINE MEETING DRAWS A CROWD**
PAGE 2

**SECOND ANNUAL COMDEX/CHINA ATTRACTS 100,000 ATTENDEES**
PAGE 2

**ONLINE: WEB PUBLISHING'S MAC McCARTHY TAKES A TURN AS THIS WEEK'S COLUMNIST**
PAGE 3

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

# Media Blitz Attends Launch of IDG's *The Industry Standard*

The Standard Is Set
The Industry Standard 27
Domain Games
www.thestandard.net

**UP ON THE ROOF.** *The staff of The Industry Standard gathers atop the roof of their new office space at 315 Pacific Ave. in San Francisco.*

IDG's newest U.S. weekly publication — *The Industry Standard* — debuted last week amid a carefully orchestrated bi-coastal media bonanza that included print, radio and Web ads, parties, billboards, costumed newsboys handing out free issues and gourmet gift baskets crammed with goodies, t-shirts and more free issues.

The heavy promotion was particularly critical to this launch, according to President and Publisher **John Battelle**, because *The Industry Standard*, which carries the tagline, "The Newsmagazine of the Internet Economy," represents not just a new publication, but a whole new category. "Marketing this new concept takes education and innovative messaging," he said.

The first magazine to dedicate 100% of its editorial to cov-

• CONTINUED PAGE 5 •

# IDG France's *Distributique* Turns 15th Anniversary into Industry Extravaganza

DISTRIBUTIQUE

**IN KEEPING WITH THE ANNIVERSARY EVENT'S "OUTER SPACE** *conquest" theme — to symbolize that Distributique is looking toward the future rather than the past — a giant flying saucer 12 yards in diameter served as a stage for the dancers, acrobats, magicians and fire-eaters who performed during the evening.*

It was a simple twist on the usual anniversary celebration, but the results were spectacular. *Distributique*, IDG France's weekly business magazine for distributors, VARs and software and services companies, promoted its 15th anniversary as a celebration of 15 years of the reselling community.

Given that attractive and inclusive theme, sponsors jumped on board by the dozens, and *Distributique* was on its way to hosting the largest awards program and party ever held by a press group in France. Among the final numbers posted for the March 12 event:

- More than 5,000 key players from the French IT market showed up at the door, which was 1,000 more than the hall's

• CONTINUED PAGE 4 •

## IN BRIEF

# Asia-Pacific PC World Product Line Meeting Draws a Crowd

**U.S. *PC WORLD* EDITOR-IN-CHIEF CATHY BASKIN MAKES A** *point during a meeting with IDG Japan Country Manager **Kozo Hiramatsu** (second from left) and four members of the editorial staff at IDG Japan.*

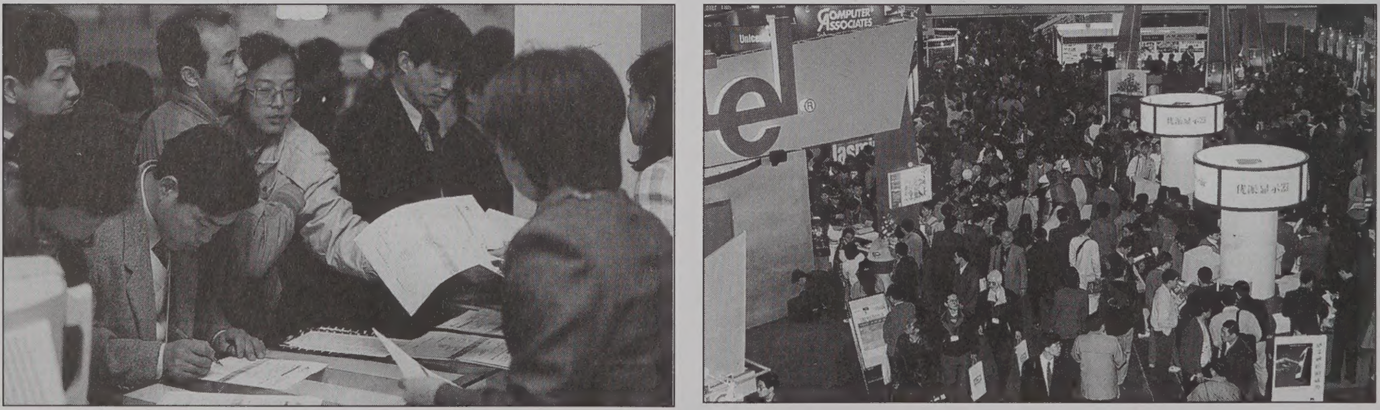
***PC WORLD'S* NANCY JACOBS REACTS TO MAVIS CHUA'S** *(wife of WS Computer Publishing President **William Chua**) offer of balut during a group dinner at the PC World Global Product Line Meeting. Considered a delicacy in the Philippines, balut is an embryonic duck egg, cooked just prior to hatching.*

More than 40 attendees were on hand last month for the first of three PC World Global Product Line Meetings planned for this year. The three-day meeting, held April 1-3 and hosted by IDG's Philippine publishing partner WS Computer Publishing in Makati City, Philippines, featured representatives from nine countries in the Asia-Pacific region, including, for the first time, staff from *PC World* publications in the People's Republic of China and Vietnam.

Organized by the PC World Global Product Support Center in San Francisco, these meetings are intended to foster an exchange of ideas and information between *PC World* magazines throughout the world. The next meeting will be held in Lisbon May 13-15.

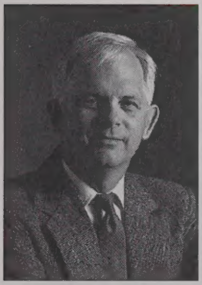
Questions may be directed to Nancy Jacobs at the PCW GPSC, tel: 415-978-4404, fax: 415-442-1891 or e-mail: nancy_jacobs@pcworld.com.

# 100,000 Visit Second Annual Comdex/China in Beijing



**COMDEX/CHINA '98 LOGGED BIGGER AND BETTER STATISTICS** *across the board, as the second annual event drew 100,000 visitors to the China International Exhibition Center in Beijing March 24-27. IDG served as one of the expo organizers along with ZD Comdex & Forums, Softbank Comdex, China's Ministry of Electronics Industry, the State Science and Technology Commission and the China Council for the Promotion of International Trade. A total of 172 exhibitors, 45 of them from outside China, occupied 20,000 square meters on the show floor. One of 14 shows IDG organizes in the People's Republic, Comdex/China is a broad-based exposition that addresses the professional information technology needs of government officials, distributors and corporate buyers. It features the latest computer hardware, software, data communications, mass storage and peripheral products.*

## ON LINE



**MICHAEL McCARTHY**

*The president of Web Publishing, Inc. is this week's guest columnist. Part 1 appeared April 27.*

### WEB PUBLISHING, INC. AT-A-GLANCE:

**LOCATION: San Francisco, Calif.**

**ESTABLISHED: May 1995**

**NUMBER OF EMPLOYEES: 25**

**WEB SITE: <http://www.wpi.com>**

**PRODUCTS: Online-only "monthly" pubs for technical professionals.**

- ***SunWorld*, for Unix professionals. Launched July 1995, 100,000 subscribers, 600,000 page views per month.**
- ***JavaWorld*. Launched February 1996, 130,000 subscribers, 1.2 million pageviews per month.**
- ***NC World*. Launched December 1996, 30,000 subscribers, 130,000 pageviews per month.**
- ***NetscapeWorld*. Launched March 1996, relaunched July 1996, re-relaunched (as *Netscape Enterprise Developer*) December 1997, 110,000 subscribers, 350,000 pageviews per month.**

**Q How do you answer the often-asked question about the outlook of print editions vs. online? Do you see electronic publishing replacing print as the largest part of IDG's business in a few years?**

**A** Ha ha. But seriously, folks. Online publishing will grow strongly but it is no replacement for print doing what print does well. Online is too inconvenient. Too passive, even with e-mail push. But online publishing *will* impact print in news publishing, reference material and research, buying and selling, and niche/ demographic publishing, and even trade shows, as well as in supporting and extending paper publishing. At the same time, online publishing is years away from generating "serious" money — the $50 million computer Web magazine is not yet in view. IDG's 200-plus Web sites will contribute $20 million to IDG's worldwide revenue this year, double last year's figure, and I believe it will more than double again next year. That's a solid addition to our $1.5 billion company — but don't look for WPI to be making a a takeover bid for IDG quite yet.

**How do you measure which demographic groups comprise the bulk of your readership and how do you document it for advertisers?**

First, the highly focused nature of our publishing self-selects the audience we want. If you're not a programmer and you've ever tried to read *JavaWorld* or *SunWorld*, you'd know what I mean. Since the pubs are freely accessible, and highly technical, only those who truly love these topics subscribe. And those subscribers provide us with full demographic data — we based our sub form on the one we used when *SunWorld* was a controlled-circ print pub. We have not yet had to BPA-audit our demographics, however, as I say, one look at our magazines and prospects believe our reader descriptions.

**What can you tell us about international readership of your Web publications? What does this mean for the future of international editions of U.S. publications?**

Between 30% and 40% of our subscribers are from outside the United States and Canada. Our advertisers are happy with this fact — they gain half their revenues from overseas and like being able to market worldwide at no extra cost. However, we get no list revenue from international subscribers. I think there is just as much benefit to local publication on the Web as in paper — a local publisher can tailor the information to local conditions and interests, not to mention local languages. So I don't see the worldwide nature of the Web undermining U.S. or international editions. To the contrary: Once people can see they are getting the same great late-breaking info locally as overseas, they will favor their local publisher where available.

**What more should IDG do to leverage its strength as a global IT publishing force and come up with an online presence that matches ZDnet?**

Dogged if I know.

**Do you have any plans to provide personalization of your magazine sites?**

Not at this time. Ours are not general-interest sites we can subset to increase value greatly, while personalization adds to our cost basis. We are cost-avoiders here. We may revisit this at a later date, however.

**Can you talk about e-mail list management and list rental as an online revenue stream?**

First, get a circulation person on your staff and make sure you set up a real circulation operation to acquire and maintain subscription lists. Make sure your circ database is professionally managed. Second, your subscriber list must include a negative option to reuse for list rental. Third, your postal rental revenue value should be the same for both online- and print-acquired names. Fourth, offer your list for e-mail rental for additional revenue. Fifth, allow only topic-relevant rentals. Sixth, test your online unsubscribe and list rental problem-management system regularly. People should be able to get off as easily as they got on.

Results, if all goes well: *JavaWorld* has developed, through IDG List Services, a list rental base delivering a run rate of $500,000 per year to WPI.

*Michael McCarthy can be reached at mac@wpi.com.*

## DISTRIBUTIQUE

*continued from page 1*

**GERARD ADAMIS, PUBLISHER OF** *Distributique, speaks at the awards ceremony as the emcee (and owner of France's No. 1 advertising magazine) Christian Blachas, looks on.*

capacity and 3,000 more than initially expected.

- 69 sponsors signed up, more than twice the number expected. Sponsor fees totaled $400,000.
- $25,000 in profit flowed to the *Distributique* coffers; the staff had not expected to make any money on this inaugural event.

"Our intent was to accomplish three goals," said *Distributique* Publisher **Gerard Adamis**. "First, consolidate our leadership in the industry and strengthen *Distributique*'s — and IDG's — image through an outstanding event. Second, create an award ceremony and party that would become *the* event of the year for the industry. Third, increase the number of our paid subscriptions to obtain certification" [from OGD, the French association that audits publication circulation].

*Distributique* was able to accomplish each of these goals thanks to reasonably-priced sponsorship packages that offered clients a multitude of benefits and a high level of visibility for the event. *Distributique* partnered with France's leading advertising magazine, *CB News* (the equivalent of *Ad Age*), and that publication contributed a huge amount of pre-event publicity.

The awards ceremony and party were held at La Colline de la Defense, a vast expo complex near Paris' modern Great Arch. Attendance at the awards portion was limited, to create an aura of prestige, to 450 VIPs, including sponsor representatives and top industry executives. A well-known ad industry personality who hosts an advertising program on French TV served as the master of ceremonies for the glitzy presentations. There were three categories of awards (advertiser, vendors and channel) with five to six awards in each category.

The main event was a huge cocktail party for the more than 4,000 guests. Guests dined from a 150-yard-long buffet table while fire-eaters, dancers, magicians, acrobats and tightrope walkers performed. After the show, everyone enjoyed dessert sliced from a 10-foot-high birthday cake and danced into the wee hours.

*Distributique*'s staff members are so enthused about the tremendous reaction from the reseller community that they are considering organizing France's first Channel Expo in 1999.

"This event gave us the chance to show that IDG is not just an information provider, it's a major player in the industry that can gather together the important people in the distribution community and have them meet and share ideas," Adamis said. "We're the only ones in the market that can do this."

*For more information, contact Gerard Adamis at adamis@distributique.fr*

*More information, including a complete list of event winners, is available on IDG World Update Online on IDG Central.*

### DISTRIBUTIQUE AT A GLANCE

Les 15 ans de la Distribution
DISTRIBUTIQUE
business informatique
1983-1998
c'est arrivé hier

**HOME BASE: Paris**

**NUMBER OF EMPLOYEES: 23 permanent staff**

**FREQUENCY: Weekly (44 issues per year)**

**CIRCULATION: 10,000 paid, 10,000 controlled**

**STATUS: Market leader in France (65% market share compared to *Computer Reseller News*' 28%). *Distributique* is the third-oldest IT publication of any kind in France and the second-oldest channel-specific publication worldwide (CMP's U.S. edition of *CRN* is just six months older).**

**COMPETITION: *Computer Reseller News*, a fortnightly, entered the French market in October 1997. According to *Distributique* Publisher Gerard Adamis, the French *CRN* has not done well for a number of reasons. Its name is not French, and "French people like French names." By maintaining the same name and the same look as the U.S. edition, people tend to perceive it as a translation of the American publication, even though, for the most part, it is not. Overall, Adamis said the perception is that *CRN* doesn't recognize that each country market is different and deserves to be treated individually. In comparison, "IDG's strength is that it stays close to its customers and customizes its publications to match what is going on in the local markets," Adamis said.**

**FOCUS OF ANNIVERSARY ISSUE: The special issue had two sections, each with its own cover. The first section, with a cover depicting a montage of *Distributique* covers, was a year-by-year summary of memorable channel-related events from 1983-1998 and a Q&A for each year with important people in the distribution arena. Readers could flip the magazine over and see the cover of the second section showing 15 people representing different parts of the distribution channel. Inside, each person looked into the future to a randomly picked date — Dec. 8, 1998 — and talked about what they envisioned their companies would look like and how they would perform, as well as what their business resolutions were for the new year ahead.**

IDG

## *Job Opportunities - May 5, 1998*

**Sales Associate (CW)**
The selected candidate will provide multi-functional support to a District Manager responsible for display advertising sales efforts on the West Coast. Selected candidates responsibilities will include client service, sales intelligence gathering, production of graphics presentations, advertising coordination and event planning. Ideal candidate will be goal-oriented, independent, extremely organized and thrive in a very fast paced environment. This individual must possess a bachelors degree, relevant experience and a strong technological aptitude. *Location: Burlingame, CA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Senior Account Executive (CW)**
The successful Senior Account Executive will establish sales and service relationships with existing and new clients. You will call on (both by phone, and in person given the opportunity) media professionals on the agency side of the business and advertising/marketing professionals on the client side of the business. The individual in this position will spend a significant amount of time prospecting new business within a given territory and following up on sales calls (both his/her own, and those of his/her district manager). Candidates should have a minimum of 3+ years selling experience, a dynamic phone and in-person presence, strong project management skills, and strong presentation/computer skills. A desire to forge ahead in sales and the proverbial "fire in the belly" are also desirable traits. *Location: Framingham, MA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Director, Client Services (GWAN)**
Product and operations manager for GWAN, responsible for all proposal development, trafficking, ad coordination, sales support and reporting functions. Working with IDG site publishers, GWAN ad coordinators, and external partners, this manager will manage the day-to-day operations functions of GWAN and refine the product to meet changing client needs. *Location: San Francisco, CA*
Contact: L. Gerberg, Fax: 415-835-2473, Phone: 415-676-3054, Email: lilia_gerberg@idg.com

**Group Operations Coordinator (IDC)**
IDC's Communications Group is seeking a full-time Group Operations Coordinator. Responsibilities include data entry of client information, maintaining research supplies, administrative tasks such as filing, copying, faxing, mailing, making travel arrangements, as well as any special project as they arise. One to two years of office experience and familiarity with Windows 95 and Lotus Notes is a plus. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

**Intern, CIA/IRS (IDC)**
The successful candidate will be responsible for conducting primary and secondary IT-related market research in the IDC library and/or through discussion with IDC analysts and industry contacts. Will interact with clients within IS organizations, computer vendors, and industry professionals over the telephone as necessary. Will work on various projects. Requirements: Highly motivated individual with the ability to work independently, computer industry knowledge, good people and writing skills, CD-ROM/Internet searching experience, and Microsoft Windows/Word/Excel experience. Past research experience a plus. *Location: Framingham, MA*
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idcresearch.com

### Financial Systems Administrator (IDG)

IDG's Corporate Accounting Department seeks a highly motivated and organized Systems Administrator. This position will act as a liaison between the IS and Accounting departments on accounting systems support. These systems include A/P, A/R, GL, and FA. Duties include report writing and design, running interfaces between systems, troubleshooting problems with system, training users on new and existing systems, and project management. The ideal candidate will posses a bachelors degree in Accounting or equivalent and have worked with Report Writer and various financial systems. Must have strong project management, presentation and training skills and be able to communicate with all levels within the organization. 4-7 years experience in a similar position required. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tgjobs@idg.com

### Catalog Coordinator (IDG/B)

High- energy person with a creative eye to provide editorial, project management and administrative support to the Catalog Manager. Must have a positive attitude, be able to multi-task and problem-solve creatively. Must have at least 2 years' exp. in a deadline driven-environment, basic knowledge of the graphic arts and print production process, be detail minded, and able to self-manage. Excellent computer skills (PC) and communication necessary.
*Location: Foster City, CA*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

### Product Marketing Manager (IDG/B)

You will execute strategic marketing plans for all calendar and product driven promotions, including all new product launches, retail holidays, and IDG Books created events. Responsibilities include development of marketing plans to integrate online, PR and channel specific promotions into marketing strategies and assist in the development of co-branding opportunities. BS degree in marketing or advertising preferred, 3+ years' strategic marketing experience, strong understanding of high-end technology, excellent communication skills, strong writing and editing experience, and the ability to multi-task in a fast-paced deadline driven environment. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

### Sr. Human Resources Representative, P/T (IFW)

INFOWORLD is looking for a part-time Sr. Human Resources Representative. Requires 5-8 years HR generalist experience. Individual will provide employee relations and benefits counseling, performance management, recruiting, and organizational development support to various departments. Communication, problem solving, and interpersonal skills a must. Proficient in MS Office. *Location: San Mateo, CA*
Contact: Donna Vieraitis, Fax: 650-312-0668, Phone: 650-312-0566, Email: resumes@infoworld.com

### Associate Editor (IFW)

INFOWORLD is seeking an aggressive Associate Editor to help produce weekly networking and Internet product reviews sections. Job includes editing technical reviews, planning coverage, dealing with vendors and freelancers. Familiarity with basic networking and Web technology preferred. At least one year of editorial experience required, preferably at a major computing publication. Must be well organized, a good communicator, able to juggle many balls at once. *Location: San Mateo, CA*
Contact: Sara Barnes, Fax: 650-312-0668, Phone: 650-525-3464, Email: resumes@infoworld.com

### Marketing Analyst (IMS)

The Marketing Analyst is responsible for supporting the development of strategic relationships with Asia Pacific regional marketing executives at IDG's leading customers. Areas of contribution include preparing research presentations on technology marketing in Asia Pacific, developing integrated marketing proposals for customers, database management, and direct marketing. The successful candidate needs to demonstrate a solid understanding of technology marketing, an interest in Asia Pacific, and the ability to work independently and concurrently manage multiple projects across a variety of disciplines.
*Location: San Francisco, CA*
Contact: M. Catolico, Fax: 415-267-1742, Phone: 415-978-3272, Email: maria_catolico@idg.com

**Executive, New Media Sales (IMS UK)**
Educating clients and agencies in the digital world in general and evangelizing IDG capabilities in particular. With over 220 sites in 55 countries working in virtual time this is not a position for the faint-hearted ! Understanding and enthusiasm for the medium is a prerequisite as is the ability to present and sell at all levels of both client and agency organizations. Excellent communication skills, cultural empathy and team spirit are all qualities which are a must.
*Location: Staines, England*
Contact: P. Shalet, Fax: 44-1784-210-200, Phone: 44-1784-210-210, Email: paul_shalet@idg.com

**Manager, International Sales (IMS UK)**
The ability to understand and communicate the sales policies of over 275 titles in 75 countries is as important as having team spirit and possessing cultural empathy. The candidate must be able to pay attention to detail under pressure and have experience of selling to clients and agencies at the highest level. A 1st class track record is a prerequisite. *Location: Staines, England*
Contact: P. Shalet, Fax: 44-1784-210-200, Phone: 44-1784-210-210, Email: paul_shalet@idg.com

**Information Assistant (IPS)**
International Publishing Services in Boston is looking for an Information Assistant. In this position you will assume responsibility for the operation and maintenance of IDG's global address book. This web-accessible, Lotus Notes database provides complete contact information for IDG's domestic and international business units. The information assistant will develop on-going relationships with liaisons at all 285 of IDG's business units worldwide. Duties will also include database maintenance, documentation control and general administrative support. Ideal candidates will have a BS/BA and strong computer skills. Familiarity with Lotus Notes is a plus. Applicants should posses strong oral and written communication skills and the ability to work independently. Experience with library science, research, or fact-gathering a plus. Limited travel. *Location: Boston, MA*
Contact: M. Maynard, Fax: 508/935-4600, Phone: 508/935-4777, Email: maria_maynard@idg.com

**Copy Chief (Mac Pub)**
MacWEEK, a weekly publication, seeks top-notch wordsmith for its copy chief. We want someone who knows AP and has experience editing technical or computer publications. In addition to performing normal copy editor duties (editing stories, working with pages in QuarkXPress, proofreading pages), our copy chief is the last word on all house style, making style decisions daily and maintaining an extensive database of style. We seek someone with a keen eye and the ability to work quickly and accurately in a fast-paced, fun environment. *Location: San Francisco, CA*
Contact: B. Benner, Fax: 415-243-3535, Phone: 415-243-3588, Email: brenda_benner@macweek.com

**Senior Editor (PCW)**
PC World is looking for a Senior Editor for its product reviews team. The candidate will have at least 6 years employment in magazine editing; spent a minimum of 3 years managing editorial teams; be able to turn raw manuscripts into polished copy in short order. He or she will also have a thorough knowledge of the computer industry and personal computer products. Responsibilities include managing editorial workflow and a staff of editors; guiding and developing story ideas; rewriting manuscripts, and enhancing PC World's reputation for critical, award-winning writing. *Location: San Francisco, CA*
Contact: T. Capen, Fax: 415-442-1891, Phone: 415-978-3225, Email: tracey_capen@pcworld.com

# *TRAINING TO GO!*

## PROFESSIONAL DEVELOPMENT RESOURCES TO FIT YOUR SCHEDULE

**The IDG Training Department is pleased to provide** a wide variety of professional development tools including video and audio cassettes, CD-ROMs, and diskettes to all IDG employees. The *Training To Go!* library offers self-directed training in the following categories:

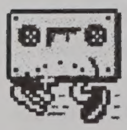
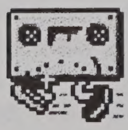
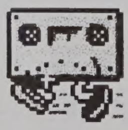
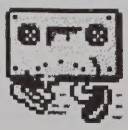
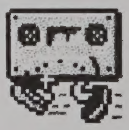
- Professional
- Management
- Human Resources facilitated programs
- Wellness

**Places where you can get a list of *Training To Go!* resources**

- **Lotus Notes** database. To find out how you can access the *Training To Go!* Lotus Notes database, please contact your IS Department, or for those without an IS Department, please contact globalcomm@idg.com
- **IDG Central website**. To request access and set up a password to IDG Central, send an e-mail to globalcomm@idg.com
- Your Human Resources Department
- IDG Training Department, 5 Speen, Framingham, MA

**To request *Training to Go!* materials**

- Complete the on-line request form in *Training To Go!*
- If you do not have access to Lotus Notes or IDG Central, you can fax your request to the IDG Training Department at 508-935-4600 or e-mail your request to Mary_Rebecchi@idg.com

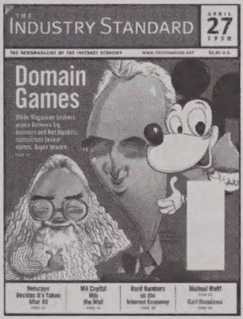






**MANAGED BY THE IDG TRAINING DEPARTMENT**

## THE INDUSTRY STANDARD

*continued from page 1*

erage of the burgeoning Internet economy, *The Industry Standard* will focus on the business model driving the technology and the executive driving the product strategy, according to Battelle. “The Internet economy affects all business sectors, not just the technology industry. In every major industry, from finance to retail, media to telecommunications, business leaders are retooling their strategies and preparing for new opportunities and new threats. *The Industry Standard* is designed to focus exclusively on reporting this story, every week in print and every day online.”



The publication’s Web site <http://www.thestandard.net> also debuted last week. In addition to the full text of each week’s issue, online content will also feature daily news updates such as:

- Media Grok, a look at how mainstream media covers the Internet economy.
- The Network, the first-ever “who’s who” of the Internet economy, tracking business leaders, where they came from, how they got there and what makes them successful.
- Metrics, an ongoing analysis of what’s behind the latest facts, figures and trends in the industry. The Internet Economy Index summarizes the momentum of the economy based on analysis of several key indicators and the informed opinion of the editors.

Initial advertiser support for the publication has been very encouraging, Battelle said, noting that the launch issue was actually oversubscribed, leading the company to increase the folio size of the debut issue from 52 pages to 60 pages. “The market has been incredibly supportive of this concept, as demonstrated in our launch issue, which contains 30 pages of advertising,” Battelle said. “Our challenge is sustaining this momentum as we head into summer.”

Among the articles appearing in the first issue are a cover story, “Domain Games,” which uncovers the newest power-brokers on the ’Net: the speculators selling next-generation Internet addresses to big business; the first-ever comprehensive index of Internet economy indicators; an in-depth analysis of what went wrong with BigBook’s online Yellow Pages business model; and reviews of the business strategies of two of the Internet’s most talked about new companies, Pandesic and Encanto.

**READ ALL ABOUT IT! GET YOUR INDUSTRY** *Standard! “Newsboys” handed out free copies of The Industry Standard at key locations throughout San Francisco and New York.*

While there will be limited newsstand distribution of *The Industry Standard* at launch, Battelle said the core circulation will be subscriptions, which are being driven through a combination of direct mail, conference and online marketing efforts.

*For more information, contact John Battelle at johnb@thestandard.net;* ***Jonathan Weber****, editor-in-chief, jonathanw@thestandard.net; or* ***Cheryl Lucanegro****, VP sales and marketing, cheryll@thestandard.net.*

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## STAGING AN INDUSTRY EVENT REQUIRES PLANNING, FLEXIBILITY

**Gerard Adamis, publisher of *Distributique*, shares tips for organizing an anniversary event.**

**1) Celebrate the anniversary of the industry, not your publication’s anniversary; otherwise you will not get sponsors. Moreover, organizing a celebration for the industry establishes your leadership.**

**2) Start your sales action at least three months in advance and advertise strongly in your (and other IDG) publication(s) to create momentum. We had six pages of advertising about the event in *Distributique* for 10 weeks in a row plus several pages in *Le Monde Informatique* [IDG France’s *Computerworld*-style publication].**

**3) Work with a company that is used to organizing such events — it’s a huge amount of work.**

**4) Propose a very reasonable (low) sponsoring fee (two levels of sponsoring is ideal) in order to get as many sponsors as possible. Propose standard package(s) and don’t allow large companies to have extra visibility. Package(s) should include an ad page in a special issue of your publication dedicated to the event.**

**5) Ask for 50% of the sponsoring fee to be paid immediately, and the remaining 50% before the event.**

**6) As it is difficult to predict how many people will attend a first-time event, choose a location that will allow you to accommodate an expanded (or reduced) number of guests at the last moment. On the invitations, ask people to confirm their attendance; this will give you an idea of how many people will come.**

**7) Arrange a special entrance for sponsors and VIPs so they will not have to wait.**

## NOTEWORTHY

### NEW EMPLOYEES

**Nathan Don** joins *GamePro* as a billing assistant, coming from Romac International where he was an administrative assistant. He holds a B.S. in physiology from the University of California/Davis and enjoys soccer and music.

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IDG Marketing Services in San Francisco has hired **Sylvester Scott** as a data specialist to update IDG Web sites and provide data confirmation and verification. He earned a B.A. in history from the University of Maryland and is currently working toward an M.S. in human resources management from Golden Gate University in San Francisco.

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Previously an account representative with PageNet, **James Kalbach** is now an account executive with *Network World*. He has a degree in economics from Syracuse University in Syracuse, N.Y. Recently married, he enjoys hockey, golf and fishing.

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**Eugenie Brown** joins PC World Online as Southwest district manager. With nine years of ad sales experience, her most recent job was as Western advertising manager for Registered Representative, a trade magazine for stockbrokers. She earned a B.A. in English from Siena College in Loudonville, N.Y., and likes to take her 4-year-old daughter hiking and skiing.

**Mark Schelling** joins *Solutions Integrator*'s sales team from *Reseller Management* where he was senior regional manager. Prior to *Reseller Management*, Schelling held various sales positions at Hajar Associates and Penton Publishing. In his new role at *SI*, he will concentrate on servicing advertisers in the Northeast and Mid-Atlantic regions.

Also joining the *SI* sales team from *Reseller Management* is **Roz Burke**. An account manager at *RM*, Burke was also with *Digital News and Review* where she was a regional manager. Burke will focus on increasing advertiser demand for custom publishing initiatives.

**Ian Jacobs** joins as senior editor covering software, coming from *Var-Business* where he was West Coast bureau chief.

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**Alexandra Martinez** joins IDC's Miami-based Latin America group as an analyst in the PC research program. Her former job was with Blockbuster Entertainment where she managed the company's branch office management database, working on labor scheduling and resource management. She holds a degree in industrial and systems engineering from Florida International University in Miami.

An intern in Miami and Mountain View, Calif., offices for the last 14 months, focusing on PC server and Central America research, **Gustavo Reis** will be joining IDC's Latin America group on a permanent basis. A native of Brazil, he has temporarily returned there until he receives a long-term work visa, at which time he will work in the Miami office on quarterly server research covering both Intel and non-Intel servers under $25,000.

### TRANSFERS

**Galen Gruman** moves from editor of *Macworld* to West Coast bureau chief of *Computerworld*, where he will manage the newsweekly's West Coast reporters. While at *Macworld* he led Macworld Daily's coverage of Apple's licensing retrenchment last year, a story on which *Macworld* consistently scooped its competition. He holds a B.A. in journalism/political science from the University of Southern California and is the author of 10 books on publishing for IDG Books.

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VITTORI

**Michelle Vittori**, who most recently worked at IDG's accounting department as the bookkeeper for Computerworld, has joined Computerworld as financial operations manager. In her new post she will oversee all billing functions, calculate commissions, help close CW's books each month and take on other financial tasks. A three-year IDG employee, Michelle previously worked as a bookkeeper for Lighthouse Communications.

*All business units worldwide are welcome to send information for the Noteworthy section to world_update@idg.com or mail to: IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109.*

## Closet Screenwriters, Master Your Domain!

"Seinfeld," the most popular show about nothing in U.S. television history, will air its final original episode on May 14. While the world awaits the conclusion (Will George ever find another girlfriend? Will Elaine ever learn to dance? Will Kramer ever comb his hair? Will Jerry ever NOT comb his?) start thinking about the ending you'd like to see — and win a $75 American Express gift certificate in the process!

Here's how: Write a script (no more than 500 words) of what you think the final episode should be. Here's the catch: There must be some kind of high-technology angle to the plot line. (Will Jerry ever turn on his Mac? Will Elaine ever figure out the e-mail system at J. Peterman?)

Send your submissions to world_update@idg.com or fax 617-423-0712 by June 1. The winner and three runners-up, each of whom will receive *World Update* sweatshirts, will be announced in *IDG World Update*, and their scripts will be available on *IDG World Update Online* for perusal by IDG employees and Hollywood agents.

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**FIFTEEN YEARS**
Mette Lautrup - IDG Denmark

**TEN YEARS**
Judy Schultz - Computerworld
Norma Mena - IDG Argentina
Joan Kelly - InfoWorld

**NINE YEARS**
Jodie Naze - Computerworld
Basilio Rodriguez - IDG Spain
Brian Clarke - IDC

**EIGHT YEARS**
Margaret McAvenia - IDG
Scott McLarnon - IDC
Jan Davis - InfoWorld

**SEVEN YEARS**
Agnes Héjjas - IDG Hungary
Mandie Johnson - Macworld U.K.
Jill Spooner - IDG New Zealand
Paula DeMeo - IDG

**SIX YEARS**
Lisa Tanner - Computerworld
Hajnal Fikó - IDG Hungary
Katalin Zimányi - IDG Hungary
Linda Follin - FCW Gov't Tech. Group
Barbara Ruffner Bryant - InfoWorld

**FIVE YEARS**
Sándor Keizer - IDG Books
Gerald Wee - IDG Singapore
Malgorzata Brudniak - IDG Poland
Dana Thorat - IDC/LINK
Carol Fountain - InfoWorld

**FOUR YEARS**
Julia King - Computerworld
Trena Kikendall - IDG Books
Judith Johnson - IDG New Zealand
Mark Evans - IDG New Zealand
Myles McLaughlin - CIO
Diana Hwang Lien - IDC
Daniel Kusnetzky - IDC
Rhonda Veloni - IDC
Jeff Sharpley - InfoWorld
Jim Battey - InfoWorld

**THREE YEARS**
Julian Weatherby - PC World
Robert Springer - IDG Books
Kerry Dodds - IDG New Zealand
Rachel Rogan - IDG New Zealand
Daniel Chupka - IDG List Services
Karen Smalarz - IDG
Kristina Owlett - FCW Gov't Tech. Group
Margaret Blodgett - CIO
Michelle Byda-Attahir - IDC
Tatiana Engurasoff - IDC

**TWO YEARS**
Sharon Gaudin - Computerworld
Rick Saia - Computerworld
April Jacobs - Computerworld
Mari Keefe - Computerworld
Hideki Saito - IMS Japan
Stephanie Koutek- IDG Books
David Fanning - Macworld U.K.
Daniel Wang - PC World Taiwan
Maggie Chen - PC World Taiwan
Jennie Aldwinkle - IDG New Zealand
Russell Brown - IDG New Zealand
Ruth Greenberg - CIO
Alberta Minkovitz - IDG Research
Sandra Dahl - IDG Marketing Svs.
Jill Hourston - IDG Marketing Svs.
Christopher Fell - IDC

**ONE YEAR**
Ellen Dendy - IDG Books
Sanford Low - IDG Books
Anne Sipahimalani - IDG Books
Attila Makk - IDG Hungary
Gábor Móray - IDG Hungary
Sarah Baccenetti - IDG Italy
Vincent Yiu - IDC Hong Kong
Silvia Helena Bassi - Computerworld Brazil
Richard Smith - IDG New Zealand
Maureen Morris - IDG New Zealand
Kristin Penaskovic - IDG Marketing Svs.
Amy Slavin - IDG Marketing Svs.
Robert Amatruda - IDC
Carla Nash - IDC
Allen Leibovitch - IDC
Lisa Cosmas - IDC
Helen Couture - IDC

## ADDRESS CHANGE

**The Industry Standard has moved to:**
**315 Pacific Ave.**
**San Francisco, CA 94111-1701**
**Tel: 415-733-5400**
**Fax: 415-733-5401**
**http://www.thestandard.net**

## IDG MARKETING SERVICES ( U.K. ) SEEKS TWO SALES PROFESSIONALS

**Due to increasing revenue flow and successful new business programs, two positions have become available in the U.K. office of IMS Europe.**

**INTERNATIONAL SALES MANAGER**
**The ability to understand and communicate the sales policies of more than 275 titles in 75 countries is as important as the ability to be a true team player and possess multi-cultural empathy. In addition, the candidate should be able to pay attention to detail under pressure and have experience dealing with clients and agencies at the highest level. A first-class ad sales record is a prerequisite.**

**DIGITAL SALES EXECUTIVE**
**The expansion of the IDG Global Web Advertising Network (GWAN) and consequent interest generated across the U.K. and European markets demands hiring a specialist.**

**This position involves educating clients and agencies in the digital world in general and evangelizing IDG capabilities in particular. With over 220 sites in 55 countries working in virtual time, this is not a position for the faint-hearted! Understanding and enthusiasm for the medium is a pre-requisite as is the ability to present and sell at all levels of both client and agency organizations. Excellent communication skills, cultural empathy and team spirit are all qualities that are a must.**

**For more information contact Paul Shalet, senior vice president, IMS/EMEA, at paul_shalet@idg.com, tel: +44-1784 210210.**

## CELEBRATING 10+

# Susan Miller

**HOME:** Churchville, Virginia

**JOINED IDG:** Aug. 19, 1985, as copy editor at *Computerworld.*

**CAREER PATH:** March 1987, joined *Federal Computer Week* as a copy editor on the start-up team (don't want to do that again!) June 1990, became production manager and in December 1995, named online editor.

**BEST PART OF YOUR JOB:** FCW is still a small company, and I'm the only full-time Web employee (though lots of people pitch in), so I have lots of variety in my job — editing, design, production, customer service, a little programming, ad trafficking, site analysis, pretty much whatever is needed.

**FIVE PEOPLE — LIVING OR DEAD — YOU'D INVITE TO A DINNER PARTY?** My mom, dad, two brothers and sister.

**FANTASY JOB:** Work in an old-time hardware store with my dad. We'd sell all kinds of unusual tools, the floors would be wooden, the store would smell like grass seed and all our friends would drop in to visit.

**BEST PART OF MY TIME AT IDG:** I've never been bored. I've been able to change careers twice so far — first copy editing, then production and now Web management — and still work for the same great people.

**BEST WAY SOMEONE COULD COMPLIMENT YOU ON YOUR WORK:** My learn-as-you-go approach makes me feel as if I need duct tape and twisty-ties to hold my projects together. So if someone describes my finished piece as "store-bought," that's a real compliment.

IDG CHAIRMAN PAT McGOVERN ESCORTS FCW'S SUSAN MILLER *to dinner at the Ritz-Carlton in McLean, VA, in honor of her years of service to the company.*

**MOST REWARDING THING I'VE EVER DONE:** Moving to the country and living in a world so different from the one that I work in. It changed my worldview entirely.

**WORDS TO LIVE BY:** All things work together for good.

**WHAT WILL I DO IN MY NEXT LIFE (WHEN I'M PRESUMABLY CLOSER TO PERFECTION)?** Get married sooner, have lots of kids and be able to ride a horse and sing like Patsy Cline.

**MANAGER'S PROFILE:** "Susan is a self-starter and likes to learn — two basic ingredients that make her a manager's dream. In addition, she has a sense of humor, which is useful anywhere — but particularly in the virtual world she dwells in most days. Susan once told me that you can't control what happens to you, only how you think about it. She has changed my way of thinking. We're delighted she's part of our team still."

- *Anne Armstrong, editor- in-chief, FCW*

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 75 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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May 11, 1998

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**CONTEST: CREATE A FINAL
EPISODE FOR SEINFELD AND
WIN A $75 GIFT CERTIFICATE
PAGE 7**

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

# IDG Publications Take Home Four Maggies for Journalistic Excellence

## ***PC World*, PC World Online, *Publish* and *InfoWorld* honored in annual West Coast competition**

PC WORLD ONLINE
www.pcworld.com

IDG WORLD UPDATE

**MEMBERS OF THE PC WORLD ONLINE STAFF OUTSIDE THEIR SAN FRANCISCO OFFICE.**

IDG publications walked away with four Maggie Awards for editorial or design in the annual West Coast competition of excellence in U.S. magazine publishing. PC World Online and *PC World* won for "Best Online Publication" and "Best Single Editorial Illustration," respectively, while *InfoWorld* was honored as "Best Trade Tabloid" and *Publish* as "Best Computers and Telecommunications Trade Publication."

The 1998 Maggie Award winners were selected from over 1,700 entries in 63 categories and honored at a special ceremony in Los Angeles late last month. IDG had finalists in more than a dozen categories.

"All of IDG's publications recognize the value of quality editorial and design to maintain reader loyalty and attract new readers. It's extremely rewarding to once again be the recipient of these prestigious honors of journalistic excellence.

**• CONTINUED PAGE 6 •**

# 442 Honored in First Phase of 10th CW Smithsonian Awards

SMITHSONIAN INSTITUTION

**IDG CHAIRMAN PAT McGOVERN** *addresses the crowd on the steps of the Smithsonsion Institution in Washington, D.C.*

There are 442 of them, and they come from 19 countries and 40 states in the U.S. Their work in information technology spans 10 broadly defined disciplines, among them business, medicine, education and the arts. And the one link they share is that their achievements have been honored by the leading international program for

**• CONTINUED PAGE 2 •**

## SMITHSONIAN

*continued from page 1*

**ABOVE: COMPUTERWORLD** *Editor-in-Chief* ***Paul Gillin*** *presents a laureate with his medal.* **AT RIGHT:** *laureates in one of the 10 categories recognized by the Computerworld Smithsonian Awards proudly display their medals.* **BELOW:** *a close up of the award given to the 442 entrants whose case studies were included in the Smithsonian's permanent Information Technology Collection.*

recognizing outstanding contributions to IT: the Computerworld Smithsonian Awards.

Three hundred of those individuals traveled to Washington, D.C. on April 6 to receive their medals during a sun-splashed ceremony on the Mall outside the Smithsonian's oldest building. It was the first phase of the 10th annual awards program, which culminates June 8 with a gala black-tie event in Washington.

IDG Chairman **Pat McGovern** developed the awards program concept during a time when the IT industry was often criticized for trivial problems that were being blamed on computers, such as a child being sent a military draft letter or people being sent collection notices for one cent overdue on a bill.

"We at *Computerworld* knew that there were marvelous achievements being made by people using IT in health care, human services and other fields," McGovern recalled. "So we had a dream that if we could interest the leaders of the IT industry, who knew what their technologies, their products and services were being used for, and ask them to select the outstanding achievers with that technology, we'd show a true, positive picture of the great benefits that IT was offering to the rest of the world."

Every one of the 100 CEOs who were asked to participate agreed, and McGovern continues to head the Chairman's Committee, which this year nominated more than 650 technology applications. Of those, 442 case studies were submitted for inclusion in the permanent research collection that is part of the Smithsonian's National Museum of American History. From the 442 submissions, five finalists in each of the 10 categories are recognized at the June 8 ceremony, and one winner in each category receives the CW Smithsonian Award.

According to the Awards' Web site, "The Innovation Network," these case studies show "the uses of information technology most illustrative of a profound, postive and demonstrable impact on society — applications that not only express creativity and confidence, but a sense of community [and] address real problems, affecting real people, in the real world."

The studies show, for example, how farmers use portable global positioning systems developed for soldiers; how doctors use data warehouses first used by retailers and how elementary school students use networks originally designed for research scientists.

The more than 2,000 case studies recognized over the years are available online at <http://innovate.si.edu>.

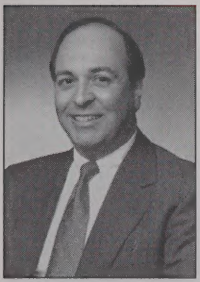
*For more information, contact Mark Bailey at tel: 617-478-2704 or mbailey@cudaback.com.*

## SHORT TAKES

**ExecuTrain Corp. announced the availability of its Windows 98 courseware**, making it the first worldwide IT training company to offer training for the new software, which is slated to ship in late June. **Peter Pfeiffer**, ExecuTrain's executive vice president of business development and operations, noted that the company's close parterships with the industry's largest software vendors enable them to offer classes the moment new technology is available.

**Alvaro Trejos**, previously president of IDG's publishing licensee Trejos Hermanos Sucesores, S.A. in San José, has been elected to Costa Rica's National Congress. He was sworn into office on May 1. The company's board has named former VP **Alonso Trejos** as the new company president. Alvaro will continue to help oversee company business and Alonso will remain the primary contact for IDG on management-level issues.

# ON LINE



**JIM CASELLA**

*IDG's chief operating officer is this week's columnist.*

**Q Does IDG have any sort of a policy for filling jobs that calls for the company to consider or at least notify potential internal candidates prior to hiring outside? Also, it was my understanding that all jobs had to be posted somewhere for at least a week prior to being filled? Are exceptions ever made to this policy? I seem to recall several fairly senior level positions — either new or existing — being filled before I even knew there was an opening.**

A In most cases, job openings within IDG are posted. There is the occasional exception when a manager of a business unit believes that there is an internal candidate that deserves to be promoted, based on their previous performance.

An excellent example of how this works was the recent appointment of **Steve Moylan** as president of InfoWorld. Steve had distinguished himself as the publisher of InfoWorld and together with **Jim Martin** had produced record operating results. We posted this position and conducted an exhaustive search, with the assistance of Ferneborg & Associates. **Donna Vieraitis**, **Pat Crotty** and **Sandy Reed** served as the search committee and worked closely with **Pat McGovern**, **Kelly Conlin** and myself to interview all the candidates, including Steve. At the end of this process, which took several months, we all concluded that Steve was the best candidate to lead InfoWorld into the future. Both the team at InfoWorld and the Executive Committee were convinced that Steve was the outstanding candidate and clearly deserved to be president.

The same search process was followed when Jim Martin joined InfoWorld from Macworld and also when **Bob Metcalfe** and I joined InfoWorld in 1992, from outside the company.

**It's my understanding that the IDG Employee Survey, long used in the U.S., has, for the past several years, been used at overseas business units as well. Can you explain why? Is it now filled out by employees in every IDG subsidiary around the world? What is done with the results, since, it is also my understanding that the U.S. HR groups do not provide services for our overseas units?**

In reality, **Tom Mathews**, vice president of human resources for IDG, and his team do work closely with their colleagues throughout the world. They run publishing institutes around the world, for example. They also assist with executive compensation and recruitment. The employee survey is a key measurement tool to ensure that continuous improvement is taking place within a business unit. This is one of several measurements that we use to evaluate the performance of the business unit leader. The employee survey is very important in helping us understand the progress that a business unit is making. These surveys are read and evaluated by the members of the Executive Committee as well as Tom's team. We look to see continuous improvement — not perfection. I am pleased to report that the percentage of employees worldwide that take the time to respond continues to increase each year.

**It has come to my attention that InfoWorld has partnered with WITI (Women in Technology International) and will be publishing a magazine in Spring '98 targeted toward women in technology. Could you tell us more?**

InfoWorld Media Group has partnered with Women in Technology to produce a supplement, *WITI Magazine*, which will appear five times this year. The first issue was published on March 2. This unique initiative was championed and developed by **Janis Crowley**, advertising director of the Enterprise Careers section of *InfoWorld*. As with all great ideas at IDG, one can never overestimate the importance of a product champion! Janis got the support of the senior management team at InfoWorld, including President Steve Moylan, for this unique project. She then worked closely with **Carolyn Leighton**, executive director of WITI to bring this initiative to life. The URL for WITI is <http://www.witi.org>.

Janis has demonstrated through this project and her other efforts in Enterprise Careers an excellent publishing knowledge that has quickly developed this section into "must read" on Monday morning for *InfoWorld*'s readers.

## IDG WORLD UPDATE NEEDS YOUR IDEAS!

***Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:***

***Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.***

# PI Graduates Set to Turn Learning to IDG Challenges

“Everyone is local.” This was one of the lessons that 22 senior-level IDG managers representing 17 business units from five countries took away from IDG’s 11th annual Publishing Institute.

“The PI graduating class of 1998 was a savvy one, and IDG management will have its work cut out for it ensuring that new challenges are presented that enable this group to put what they learned at PI to good use,” said **Tom Mathews**, vice president, corporate human resources.

The six-day course, held March 15-20 at Babson College in Wellesley, Mass., exposed participants to strategic IDG publishing issues, touching on all of the publishing functions, as well as consumer and global publishing issues. It is the longest and most comprehensive of the IDG publishing programs, although it does not focus on tactical and operational publishing issues. These are covered by the U.S., European and Latin American Publishing Institutes, which are three-day sessions for mid-level managers.

**FRONT ROW, LEFT TO RIGHT: TOM MATHEWS, IDG (HOST); MARY REBECCHI, IDG** *(coordinator);* ***Agnes Vanek****, FCW;* ***Colette McMullen****, Web Publishing;* ***Cynde Ahart****, CW;* ***Brian Sours****, IDG Games Media Group;* ***Norman Tollinsky****, LTI Canada;* ***Linda Kennedy****, IDG Australia;* ***Michael Vizard****, InfoWorld;* ***Susan Searle****, IDG Australia. Back row, left to right:* ***Sherry Driscoll-Coleman****, CW;* ***Jim Sullivan****, IPS;* ***Tim Horgan****, CIO;* ***Walt Bruce****, IDG Books;* ***Scott Kleinman****, IMS;* ***Phil Branon****, InfoWorld;* ***Nicklas Mattson****, IDG Sweden;* ***Bill Hanck****, PC World;* ***Don Best****, IDC;* ***Mats Hultgren****, IDG Sweden;* ***Peter Cernik****, IDG Venezuela;* ***Will Kessler****, IDG.net. Not pictured:* ***Sharon Smith****, NW;* ***Adam Block****, PC World.*

### Solving real challenges

“Our efforts this year focused on harnessing the industry knowledge, business expertise and creativity of the PI attendees and channeling it toward solving significant challenges currently facing IDG,” Mathews said.

Some of these challenges included global company behavior; decentralization vs. centralization; strategic dissemination of information across business units and functions; recruitment, retention, promotion and development of IDG talent; technological consistency; inter-business unit competition; and branding.

Besides being given a chance to brainstorm about these challenges, there were also 13 presentations by some of IDG’s top managers, including the following:

- IDG President **Kelly Conlin** on “IDG Trends and Opportunities.”
- **Frank Cutitta**, managing director, IDG Marketing Services/International, discussed “Cross Cultural Aspects of Global Marketing and Business.”
- “Undocumented Publishing: Top-Secret Tips on Running a Business Unit and Doing Successful Stealth Launches.” by **Paul Molenaar**, country manager, IDG Netherlands.
- “Working With, Through and Around IDG” by **Joe Levy**, president, *CIO.*

### Sparks of innovation

“We use evaluations of past PIs, along with current information — major challenges, themes, IDG happenings — to determine what topics we should focus on and how the program should hang together,” said IDG Training Manager **Julie Lynch**. “Once we have the program outlined, we seek out appropriate internal IDG experts who are available to facilitate or present each topic. We then collect specific interests from each nominee and forward that information to the presenters to further tailor the content to the audience.

“Sometimes we do build in a session hosted by an outside consultant if we think it will add value to the program. It is very clear, though, that participants learn and grow more by spending the week networking with their IDG colleagues than any other single component of the program — the sparks of innovation really fly when you get these folks into a room together for that long!”

Several presentations raised the awareness of the occasional lack of cultural sensitivity by U.S. business units and sales teams. The general consensus was that ‘Everyone is local. Everyone is global. Never assume something isn’t relevant to you.’

“The lack of cultural sensitivity was not limited solely to U.S. folks, although we often seem to stand out in this regard,” Mathews said. “A lot of what was discussed, and Frank Cutitta’s presentation discussed this directly, is that we are all local to our own markets, complete with our own set of biases. This impacts the way we think and view things. This is true of us [in the U.S.] looking out, but also true of a Swede looking at a New Zealander.”

A general message from PI attendees to the IDG Executive Committee recommended a re-evaluation of the decentralized/centralized approach to both domestic and global growth while keeping the unique qualities of individual business

• *continued on next page* •

IDG

## *Job Opportunities - May 11, 1998*

### Accounting Clerk (IDC)

Newly created position reporting directly to the Controller. Responsibilities include processing accounts payable, expense reports, and employee time sheets, as well as assisting with the billing, month end closings and various filing and copying as needed. The ability to work well under deadlines and manage multiple tasks at once is a priority. A basic understanding of debits and credits, as well as some spreadsheet experience is necessary. Associate Degree, one year of accounting experience or college level accounting classes preferred. *Location: Framingham, MA*
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: anne_schneider@idg.com

### Intern, Software, Support and Integration (IDC)

The Software Support and Integration Services program is looking for a summer intern. Responsibilities include writing a report on a current software support industry issue, as well as writing a newsletter covering software industry new, events and hot topics. This person will also be involved in establishing a Notes database of software support data. The successful candidate will be a highly motivated individual with the ability to work independently, computer industry knowledge, and have good people and writing skills. Past research experience a plus. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: ashluger@idcresearch.com

### Research Analyst, Data Communications (IDC)

Analyst to cover selected data communications markets, including DSL, cable modems, frame relay, and other access equipment. Research experience, excellent writing, quantitative analysis, client communications skills required. Experience with LAN or Data Communications technologies a plus. B.A. or B.S. required. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: aport@idcresearch.com

### Senior Research Analyst, Telecom Brands & Bundles (IDC)

This Senior Analyst position is to support the Telecommunications Brands & Bundles CIS. Candidates must have good writing skills, excellent customer relations skills, and be able to work in a demanding and fast-paced but friendly environment. Business development interest and aptitude a must. TBB is a growing program that needs a dynamic individual to work with a growing subscriber base and deliver research in a new area. Telecommunications industry experience, knowledge of advertising industry and/or knowledge of market research practices required. Candidate must also have a working knowledge of MS Word and Excel. Bachelors degree required, Masters preferred but not a prerequisite. Teamwork mentality, sense of humor and 'can do' team attitude required!
*Location: Austin, TX*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: aport@idcresearch.com

### Part-Time Receptionist (IDG)

IDG's Rochelle Park regional sales office is looking for a part-time Receptionist. In this position, you will answer the switchboard, perform light typing projects, and filing (alpha). Must have basic office skills. Previous reception experience a plus but not required. Hours: 3:00PM-6:00PM Monday through Friday. *Location: Rochelle Park, NJ*
Contact: P. DeBiase, Fax: 201-712-9786, Phone: 201-587-7321, Email: Patricia DeBiase\IDGCORP\IDG@idg

## Circulation Manager (IDG Games Media Group)

Working with GamePro and PC Games publications, you will manage subscription marketing, fulfillment & database activities. Other responsibilities include budgeting, modeling, BPA audit statements & statistical analysis. Must have thorough knowledge of traditional subscription sources, billing and renewal techniques & circulation modeling. Neodata knowledge experience a plus. Ideal candidate must have 5-7 years circulation & publishing experience. Ability to manage multiple priorities and interacting with all levels of management required. *Location: San Francisco, CA*
Contact: C. Aguilar, Fax: 415-267-1472, Phone: 415-974-7377, Email: caguilar@idg.com

## Account Executive (IDG List Services)

IDG List services is seeking an inside sales professional with a senior level of customer service. The Account Executive will act as the liaison between all clients and list rental customers. Candidates must be detail-oriented with strong writing skills and excellent phone manner. Knowledge of the computer and publishing industry will be helpful. A college education preferred, 1-2 years sales or telemarketing experience required. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

## Copy Editor, Europe (IDG News Service)

The IDG News Service is seeking a copy editor with a great eye for detail and strong editing, grammar, and proofreading skills for our European news desk in London (or Paris). Responsibilities include editing IT industry news and features under tight deadlines for our real-time electronic wire service, as well as a variety of miscellaneous functions to support our news desk and other European operations. The ideal candidate has copy editing experience on an IT news weekly or daily and is familiar with electronic publishing tools, including Lotus Notes and the worldwide web. Fluency in multiple European languages is a plus, as is an existing work permit or EC citizenship, though a visa can be obtained on behalf of a qualified candidate. *Location: London, England or Paris, France*
Contact: R. Garretson, Fax: 617-423-0240, Phone: 617-423-1052, Email: rob_garretson@idg.com

## London Correspondent (IDG News Service)

IDG's daily, international news service seeks an experienced, high-energy journalist to produce coverage of the European computer and communications markets from our bureau in London. Specific writing responsibilities will include covering trade shows, press conferences and other breaking news for the daily wire, as well as working with News Service correspondents in Europe and around the world on in-depth stories with uniquely European and global perspectives. Frequent travel will be required and fluency in more than one European language is a big plus. The ideal candidate has a broad understanding of the European IT industry, as well as an impeccable command of AP-style news writing, yet the journalistic range to produce WSJ-quality analytical features. He/she is also a technology generalist who is comfortable covering the entire IT spectrum -- from hand-held computers to mainframe systems and from PC LANs to global communications networks. Strong computer skills and experience using a notebook PC in a remote computing environment would also be a plus.
*Location: London, England*
Contact: R. Garretson, Fax: 618-423-0240, Phone: 617-423-1052, Email: rob_garretson@idg.com

## Part-time Public Relations Manager/Director (IDG/CSC)

The Corporate Support Center is seeking a part-time hands-on Public Relations Manager/Director to manage IDG's corporate public relations program with specific focus on development and execution of press releases, background briefing documents and media relations. Several years public relations experience in agency and corporate setting and excellent written and verbal communication skills required. *Location: Boston, MA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

## Account Executive (IIS)

This position will be the inside partner of a selling team along with a Regional Sales Manager. Primary responsibilities include selling display advertising for a print publication, prospecting and developing new business, and servicing assigned accounts. Ideal candidate will possess strong sales skills, a solid understanding of internet technology and business markets. Must be highly motivated to think out-of-the-box and seize new opportunities. *Location: San Francisco, CA*
Contact: C. Lucanegro, Fax: 415-733-5401, Phone: 415-733-5437, Email: cheryll@the standard.net

## Account Executive (IIS)

This position will be the inside partner of a selling team along with a Regional Sales Manager. Primary responsibilities include selling display advertising for a print publication, prospecting and developing new business, and servicing assigned accounts. Ideal candidate will possess strong sales skills, a solid understanding of internet technology and business markets. Must be highly motivated to think out-of-the-box and seize new opportunities. *Location: New York, NY*
Contact: C. Lucanegro, Fax: 415-733-5401, Phone: 415-733-5437, Email: cheryll@the standard.net

## Regional Sales Manager (IIS)

Primary responsibilities include selling display advertising and servicing strategic business and technology accounts such as Visa, Sun, Bank of America. San Francisco based travel to Northwest and Southwest areas required. Ideal candidate will be an experienced sales professional with an excellent track record for selling business and technology accounts. *Location: San Francisco, CA*
Contact: C. Lucanegro, Fax: 415-733-5401, Phone: 415-733-5437, Email: cheryll@the standard.net

## Sales Associate (IIS)

Provides administrative support to the West coast territory sales team including office coordination, client communication and customer service. Ideal candidate will have one year minimum experience in a sales environment; excellent written and verbal communication skills; ability to work in deadline-driven and team-oriented environment. Ideal candidate will be interested in a sales career.
*Location: San Francisco, CA*
Contact: C. Lucanegro, Fax: 415-733-5401, Phone: 415-733-5437, Email: cheryll@the standard.net

## Graphics/Multimedia Editor (Mac Pub)

Macworld seeks a top-notch Graphics/Multimedia Editor. Primary responsibilities include contributing article ideas, assigning and editing medium length articles on Mac graphics and multimedia programs, and working closely with authors and the art department to direct the look of each article. Ideal candidate will have a minimum of 3 years editing experience and a knowledge of the Mac programs that graphics professionals use. Ability to think visually is essential. *Location: San Francisco, CA*
Contact: N. Petersen, Fax: 415-442-0766, Phone: 415-243-3609, Email: nancy_petersen@macworld.com

## Senior Associate Editor (Mac Pub)

Macworld seeks a top-notch Senior Associate Editor. Primary responsibility is planning "How To" articles covering graphics and multimedia. Ideal candidate will be an experienced editor with the ability to think visually and plan well packaged "How To" articles. *Location: San Francisco, CA*
Contact: N. Petersen, Fax: 415-442-0766, Phone: 415-243-3609, Email: nancy_petersen@macworld.com

**Public Relations Manager (NW)**
NW is looking for a high visibility public relations professional to enhance the awareness of Network World, Inc. and its products through public relations, promulgation of NW market research, and other marketing communications vehicles. Keeping our visibility high with the local, national and high technology press is key. Qualified candidates should possess 6+ years of PR experience, be knowledgeable about the technology or networking industry and have superior writing and communication skills. Agency experience a plus. *Location: Framingham, MA*
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

**Information Systems Specialist (PCW)**
Reporting to the Director of Information Systems, this position is responsible for monitoring and maintaining networks, servers, and communications services, and for ordering, installing and upgrading computer hardware and peripheral equipment for PC World Communications, Inc. This position has significant end-user liaison including support of remote users, communications and training responsibilities, and receives guidance and direction from the Senior Information Systems Specialist. Candidates should have 3+ years experience installing, maintaining and troubleshooting computer hardware and peripheral equipment. Advanced technical training in computer hardware and software, client-server computing, telecommunications, and networking recommended. Candidates must have solid communications and client-relations skills, college-level course work and/or technical training in computer science (or equivalent experience), and will be expected to travel to support field office installations. *Location: San Francisco, CA*
Contact: N. Noble, Fax: 415-442-1891, Phone: 415-978-3361, Email: norman_noble@pcworld.com

**Account Manager (PCW OSG)**
To pursue all advertising opportunities through creative and imaginative sales techniques, while maintaining a professional and consistent performance in fulfilling all sales goals for the eastern territory. To service and maintain all advertising after the sale is made. Major responsibilities include advertising sales, prospecting, customer support, file maintenance, report generation and credit clearance. Prior sales experience in computer publishing or online industry, thorough knowledge of PC products and marketplace. Knowledge of eastern territory is desired. Excellent written verbal and communication skills and organization skills. *Location: Rochelle Park, NJ*
Contact: S. Schackman, Fax: No fax number, Phone: 972-733-3819, Email:
sandy_schackman@pcworld.com

## Places to find a complete listing of job opportunities across IDG:

- **Lotus Notes - Job Opportunities Database**
- **IDG Central: http://idgcentral.com**
- **IDG Web Site: http://www.idg.com**
- **Job Hotline - MA: 508-935-4406 PCW/MacWorld/Publish: 415-978-3100**
- **The World Update on the last Monday of every month**

Week of May 11, 1998

| Category | BU | Title | Location | Contact | Salary | Date |
|---|---|---|---|---|---|---|
| Ad Sales | CIO | Advertising Sales Associate | San Francisco, CA | A. Jones | | 3/16/98 |
| Ad Sales | CW | Vice President/Advertising Director, East | New Jersey | S. Perry | | 4/27/98 |
| Ad Sales | GWAN | On-line Advertising Coordinator | San Francisco, CA | J. Hourston | | 3/30/98 |
| Ad Sales | IDG Games Media Group | Regional Sales Manager (PC Games Magazine) | San Mateo, CA | C. Aguilar | | 2/23/98 |
| Ad Sales | IFW | Ad Coordinator | San Mateo, CA | S. Moore | | 4/27/98 |
| Ad Sales | IIS | Account Executive | New York, NY | C. Lucanegro | | 5/11/98 |
| Ad Sales | IIS | Account Executive | San Francisco, CA | C. Lucanegro | | 5/11/98 |
| Ad Sales | IIS | Regional Sales Manager | San Francisco, CA | C. Lucanegro | | 5/11/98 |
| Ad Sales | IIS | Sales Associate | San Francisco, CA | C. Lucanegro | | 5/11/98 |
| Ad Sales | PCW | Account Representative | Los Angeles, CA | B. Hanck | | 2/2/98 |
| Ad Sales | PCW OSG | West Coast Advertising Director, PCW OSG Advertising Sales | San Francisco or Los Angeles | T. Gewecke | | 2/9/98 |
| Ad Sales | Web Shopper | Eastern Regional Advertising Director | TBD | D. Ezequelle | | 3/30/98 |
| Ad Sales | Web Shopper | Regional Ad Director | San Francisco, CA | S. Ginenthal | | 3/2/98 |
| Admin | CIO | Circulation Assistant/Database Administrator | Framingham, MA | A. Jones | | 3/23/98 |
| Admin | FCW | Assistant to the President | Falls Church, VA | J. Dendievel | | 4/20/98 |
| Admin | IDC | Group Operations Coordinator | Framingham, MA | A. Port | | 5/4/98 |
| Admin | IDC | Group Operations Coordinator (2) | Framingham, MA | A. Schneider | | 4/20/98 |
| Admin | IDG | Part-Time Receptionist | Rochelle Park, NJ | P. DeBiase | | 5/11/98 |
| Admin | IDG | Receptionist | Des Plaines, IL | G. Giovanni | | 2/16/98 |
| Admin | IDG/B | Administrative Assistant, Marketing | Foster City, CA | C. Yam | | 3/9/98 |
| Admin | IDG/WEC | Administrative Assistant | Framingham, MA | M. Maynard | | 3/9/98 |
| Admin | IDG/WEC | Executive Assistant | Falls Church, VA | M. Maynard | | 4/27/98 |
| Admin | IPS | Information Assistant | Boston, MA | M. Maynard | | 5/4/98 |
| Admin | PCW | Administrative Assistant | San Francisco, CA | N. Jacobs | | 2/2/98 |
| Art/Design | Web Shopper | Designer | San Francisco, CA | A. Block | | 6/16/97 |
| Circ | FCW | Promotions Manager | Falls Church, VA | J. Dendievel | | 2/2/98 |
| Circ | IDG Games Media Group | Circulation Manager | San Francisco, CA | C. Aguilar | | 5/11/98 |
| Circ | PCW OSG | Customer Service Representative | San Francisco, CA | M. Green | | 9/22/97 |
| Edit | CIO | Administrative Assistant | Framingham, MA | A. Jones | 24-26K | 4/27/98 |
| Edit | CIO | Features Writer | San Francisco, CA | A. Jones | | 1/26/98 |
| Edit | CIO | Graphic Designer | Framingham, MA | A. Jones | | 3/30/98 |
| Edit | CIO | Staff Writer | Framingham, MA | A. Jones | | 3/23/98 |
| Edit | CW | Managing Editor | Framingham, MA | P. Fowler Sheer | | 4/27/98 |
| Edit | CW | Senior Writer | Framingham, MA | P. Fowler Sheer | | 4/27/98 |
| Edit | CW | Staff Writer | Burlingame, CA | P. Fowler Sheer | | 4/13/98 |
| Edit | CW Singapore | Editor | Singapore | J. Tan | | 9/1/97 |
| Edit | IDC | Copy Editor | Framingham, MA | A. Schneider | | 4/27/98 |
| Edit | IDG Games Media Group | Assistant Managing Editor | San Mateo, CA (relocating to SF in spring) | K. Skaggs | | 1/26/98 |
| Edit | IDG News Service | Copy Editor, Europe | London, England or Paris, France | R. Garretson | | 5/11/98 |
| Edit | IDG News Service | London Correspondent | London, England | R. Garretson | | 5/11/98 |
| Edit | IDG/B | Acquisitions Editor | Indianapolis, IN | M. Boese | | 12/1/97 |
| Edit | IDG/B | Copy Editor | Foster City, CA | D. Harris | | 11/4/96 |
| Edit | IDG/B | Development Editor | Foster City, CA | D. Harris | | 3/3/97 |
| Edit | IFW | Copy Editor | San Mateo, CA | S. Barnes | | 1/19/98 |
| Edit | IFW | Opinions Editor | San Mateo, CA | S. Barnes | | 4/13/98 |
| Edit | IIS | Reporter/Staff Writer | San Francisco, CA | S. Ginenthal | | 2/2/98 |
| Edit | IIS | Senior Writer/Reporter | San Francisco, CA | S. Ginenthal | | 2/2/98 |
| Edit | Mac Pub | Copy Chief | San Francisco, CA | B. Benner | | 5/4/98 |
| Edit | Mac Pub | Editor | San Francisco, CA | A. Gore | | 3/16/98 |
| Edit | Mac Pub | Graphics/Multimedia Editor | San Francisco, CA | N. Petersen | | 5/11/98 |
| Edit | Mac Pub | Senior Associate Editor | San Francisco, CA | N. Petersen | | 5/11/98 |
| Edit | Mac Pub | Senior Writer | San Francisco, CA | R. LePage | | 12/1/97 |
| Edit | NW | Editor, Testing and Reviews | Framingham, MA | D. Volpe | | 4/27/98 |
| Edit | PCW | Associate Editor | San Francisco, CA | C. Thornton | | 4/27/98 |
| Edit | PCW | Editorial Assistant | San Francisco, CA | C. Thornton | | 4/27/98 |
| Edit | PCW | Senior Editor | San Francisco, CA | T. Capen | | 5/4/98 |
| Edit | PCW | Senior Editor, News | San Francisco, CA | B. Snyder | | 4/27/98 |
| Edit | PCW - Hong Kong | Editor | Hong Kong | M. de Almeida | | 10/28/96 |
| Edit | PCW OSG | Editor, Tip World/Dummies Daily | San Francisco, CA | R. Glitman | | 10/13/97 |
| Edit | PCW OSG | Senior Editor, PC World Today | San Francisco, CA | P. Lemmons | | 4/27/98 |
| Edit | Publish | Associate Editor, Reviews | San Francisco, CA | M. Naman | | 4/6/98 |
| Events | FCW | Administrator, Conferences & Trade Shows | Falls Church, VA | J. Dendievel | | 4/20/98 |
| Events | FCW | Director, Conferences & Trade Shows | Falls Church, VA | J. Dendievel | | 4/20/98 |
| Events | FCW | Events Marketing Manager | Falls Church, VA | J. Dendievel | | 4/20/98 |
| Events | FCW | Events Sponsorship Sales | Falls Church, VA | J. Dendievel | | 4/20/98 |
| Events | NW | General Manager, Seminars and Events | Framingham, MA | M. Brunaccini | | 4/6/98 |
| Expo | IDG/CE | Event Show Manager | Norwood, MA | K. Heenan | | 4/21/97 |
| Expo | IDG/CE | Trade Show Director - ComNet | Norwood, MA | K. Heenan | | 8/18/97 |
| Finance | CHSG | Financial Controller/Business Manager | San Mateo, CA | S. Moore | | 2/9/98 |
| Finance | IDC | Accounting Clerk | Framingham, MA | A. Schneider | $20K to $25 | 5/11/98 |
| Finance | IDG | Associate Credit Analyst | Framingham, MA | T. Gump | | 2/16/98 |
| Finance | IDG | Corporate Tax Manager | Framingham, MA | K. McPhillips | | 3/16/98 |
| Finance | IDG | Financial Systems Administrator | Framingham, MA | T. Gump | | 5/4/98 |
| Finance | IDG | Tax Accountant | Framingham, MA | T. Gump | | 3/9/98 |
| Finance | IDG Games Media Group | Accounting Coordinator | San Mateo, CA (relocating to SF in spring) | L. Ching | | 10/13/97 |
| Finance | IDG/B | Credit Specialist | Indianapolis, IN | M. Boese | | 6/9/97 |
| Finance | IDG/B | Financial Analyst, Marketing | Foster City, CA | C. Yam | | 3/30/98 |
| Finance | PCW | Financial Analyst | San Francisco, CA | M. Buckingham | | 10/6/97 |
| HR | CW | Human Resources Manager | West Coast | S. Perry | | 3/30/98 |
| HR | CW | Human Resources Representative | Framingham, MA | S. Perry | | 1/12/98 |
| HR | IDG | Human Resources Representative | San Francisco, CA or multiple sites | S. Ginenthal | | 3/23/98 |
| HR | IDG | Training Coordinator | Framingham, MA | J. Lynch | | 4/20/98 |
| HR | IDG/B | Vice President, Human Resources | Foster City, CA | D. Harris | | 9/29/97 |
| HR | IFW | Sr. Human Resources Representative, P/T | San Mateo, CA | Donna Vieraitis | | 5/4/98 |
| Intern | IDC | Intern, CIA/IRS | Framingham, MA | E. Baptiste | | 5/4/98 |
| Intern | IDC | Intern, IRS/CIA | Framingham, MA | E. Baptiste | | 3/9/98 |
| Intern | IDC | Intern, Software, Support and Integration | Framingham, MA | A. Shluger | | 5/11/98 |
| IS/Prod. | IDC | Senior Publishing Software Engineer | Framingham, MA | A. Schneider | | 3/23/98 |
| Mktg | CIO | Marketing Assistant | Framingham, MA | A. Jones | 28-30K | 4/6/98 |
| Mktg | CIO | On-line Marketing Associate | Framingham, MA | A. Jones | 30-35K | 4/6/98 |
| Mktg | CW | Marketing Director | Burlingame, CA | P. Fowler Sheer | | 3/2/98 |
| Mktg | IDC | Marketing Specialist | Framingham, MA | A. Shluger | | 4/20/98 |
| Mktg | IDG/B | Catalog Coordinator | Foster City, CA | D. Harris | | 5/4/98 |
| Mktg | IDG/B | Event Marketing Assistant | Foster City, CA | D. Harris | | 3/23/98 |
| Mktg | IDG/B | Product Marketing Manager | Foster City, CA | C. Yam | | 5/4/98 |
| Mktg | IDG/B | Product Marketing Specialist | Foster City, CA | D. Harris | | 4/20/98 |
| Mktg | IDG/B | Publicist, Dummies Group | Foster City, CA | D. Harris | | 12/16/96 |
| Mktg | IFW | Public Relations Manager | San Mateo, CA | L. Brault | | 4/13/98 |

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|---|---|---|---|---|---|---|
| Ad Sales | CIO | Advertising Sales Associate | Francisco, CA | A. Jones | | 3/16/98 |
| Mktg | IMS | Marketing Analyst | San Francisco, CA | M. Catolico | | 5/4/98 |
| Mktg | NW | Director of Marketing | Framingham, MA | M. Brunaccini | | 4/6/98 |
| On-Line | IDG Games Media Group | On-line Assistant | San Mateo, CA (relocating to SF in spring) | F. Mao | | 1/26/98 |
| On-Line | IDG Games Media Group | On-line Producer | San Mateo, CA (relocating to SF in spring) | F. Mao | | 12/1/97 |
| On-Line | Mac Pub | Production Editor | San Francisco, CA | J. Julian | | 3/16/98 |
| On-Line | Mac Pub | Sales Account Manager | San Francisco, CA | J. Julian | | 3/16/98 |
| Operations | GWAN | Director, Client Services | San Francisco, CA | L. Gerberg | | 5/4/98 |
| Operations | IDG/B | Office Services Coordinator | Foster City, CA | C. Yam | | 4/20/98 |
| PR | IDG/B | Senior Tech Publicist | Foster City, CA | D. Harris | | 3/9/98 |
| PR | IDG/CSC | Part-time Public Relations Manager/Director | Boston, MA | S. Brown | | 5/11/98 |
| PR | NW | Public Relations Manager | Framingham, MA | D. Volpe | | 4/13/98 |
| Prod | FCW | Production Assistant | Falls Church, VA | J. Dendievel | | 4/13/98 |
| Prod | IDC | Desktop Publisher, Consulting | Framingham, MA | A. Schneider | | 3/16/98 |
| Prod | IDG Games Media Group | Production Coordinator | San Mateo, CA (relocating to SF in spring) | F. Mao | | 12/1/97 |
| Prod | Mac Pub | Digital Ad Coordinator | San Francisco, CA | C. Haberman | | 4/6/98 |
| Prod | PCW OSG | Ad Production Coordinator | San Francisco, CA | E. Wayman | | 3/16/98 |
| Rsch | CW | Director of Research | Framingham, MA | S. Perry | | 1/5/98 |
| Rsch | IDC | Associate Research Analyst, Smart Handheld Devices | Framingham, MA | A. Shluger | | 3/23/98 |
| Rsch | IDC | Inquiry Analyst | Framingham, MA | E. Baptiste | | 9/15/97 |
| Rsch | IDC | Manager/Director of Application Development Tools | Framingham, MA | E. Baptiste | | 4/27/98 |
| Rsch | IDC | Program Manager, Internet Commerce Services | Framingham,MA, Mt. View, CA or Austin, TX | S. Brown | | 4/13/98 |
| Rsch | IDC | Research Analyst - Business Network Services | TBD | A. Port | | 1/5/98 |
| Rsch | IDC | Research Analyst, Asset Management | Framingham, MA | E. Baptiste | | 4/27/98 |
| Rsch | IDC | Research Analyst, Data Communications | Framingham, MA | A. Port | | 5/11/98 |
| Rsch | IDC | Research Analyst, Global Research Services | Mt. View, CA | A. Port | | 3/2/98 |
| Rsch | IDC | Research Analyst, Information Access | Framingham, MA | E. Baptiste | | 4/13/98 |
| Rsch | IDC | Research Analyst, Semiconductors | Framingham, MA | E. Baptiste | | 3/16/98 |
| Rsch | IDC | Research Analyst, Storage | Framingham, MA | E. Baptiste | | 11/17/97 |
| Rsch | IDC | Research Director, Internet Security | Framingham, MA | S. Brown | | 3/9/98 |
| Rsch | IDC | Senior Research Analyst, Call Center Services | Framingham, MA | A. Shluger | | 4/20/98 |
| Rsch | IDC | Senior Research Analyst, Collaborative Computing | Framingham, MA | A. Shluger | | 4/20/98 |
| Rsch | IDC | Senior Research Analyst, Resourcing Strategies | Framingham, MA | A. Shluger | | 4/20/98 |
| Rsch | IDC | Senior Research Analyst, Solutions Integration | Framingham, MA | A. Shluger | | 4/20/98 |
| Rsch | IDC | Senior Research Analyst, Telecom Brands & Bundles | Austin, TX | A. Port | | 5/11/98 |
| Rsch | IDC UK | Research Manager, European Services Industry Research | London, England | S. Horrocks | | 3/16/98 |
| Rsch | IDC UK | Senior Research Analyst, EMEA Research Organisation | London, England | S. Horrocks | | 3/16/98 |
| Rsch | IDG/CE | Research and Development Coordinator | Norwood, MA | K. Heenan | | 11/24/97 |
| Rsch | IMS/EMEA | Director, Consulting Services | Staines, England | J. Meers | | 6/3/97 |
| Sales | CW | District Sales Manager | Burlingame, CA | P. Fowler Sheer | | 3/23/98 |
| Sales | CW | Sales Associate | Burlingame, CA | P. Fowler Sheer | | 5/4/98 |
| Sales | CW | Senior Account Executive | Framingham, MA | P. Fowler Sheer | | 5/4/98 |
| Sales | ENN | Director, Regional Recruitment Advertising | East Coast or West Coast | S. Brown | | 7/21/97 |
| Sales | FCW | District Sales Manager | Falls Church, VA | M. Martin | | 4/13/98 |
| Sales | FCW | Inside Sales Partner | Falls Church, VA | M. Martin | | 4/13/98 |
| Sales | ICE | National Sales Manager | Framingham, MA | M. Maynard | | 4/20/98 |
| Sales | IDG Games Media Group | Eastern Regional Sales Manager | New York, NY | C. Aguilar | | 2/2/98 |
| Sales | IDG Games Media Group | Regional Sales Manager | San Mateo, CA`(relocating to SF in spring) | C. Aguilar | | 1/26/98 |
| Sales | IDG List Services | Account Executive | Framingham, MA | A. Jones | | 5/11/98 |
| Sales | IDG/B | Account Manager, Special Markets | Washington, D.C. or New York | C. Yam | | 4/6/98 |
| Sales | IDG/B | Customer Service Supervisor | Indianapolis, IN | M. Boese | | 10/20/97 |
| Sales | IDG/B | Key Account Representative | Foster City, CA | D. Harris | | 6/2/97 |
| Sales | IDG/B | Sales Assistant | Indianapolis, IN | M. Boese | | 10/6/97 |
| Sales | IDG/CE | Account Manager | Norwood, MA | K. Heenan | | 5/19/97 |
| Sales | IDG/WEC | National Account Manager | Falls Church, VA | M. Maynard | | 4/27/98 |
| Sales | IDG/WEC | National Account Manager (2) | Framingham, MA | M. Maynard | | 1/5/98 |
| Sales | IFW | District Sales Manager (2) | Bellevue, WA and San Mateo, CA | L. Brault | | 4/13/98 |
| Sales | IFW | Electric Sales Champion | Open | L. Brault | | 3/23/98 |
| Sales | IFW | Regional Sales Manager | San Mateo, CA | L. Brault | | 3/2/98 |
| Sales | IFW | Sales Associate (2) | San Mateo, CA | L. Brault | | 4/13/98 |
| Sales | IIS | Account Executive | New York NY | S. Ginenthal | | 3/23/98 |
| Sales | IIS | Account Executive | San Francisco, CA | S. Ginenthal | | 3/23/98 |
| Sales | IIS | Ad Sales Associate | New York NY | S. Ginenthal | | 3/23/98 |
| Sales | IMS | Sales Associate | Miami, FL | C. Aguilar | | 4/6/98 |
| Sales | IMS/EMEA | Executive, New Media Sales | Staines, England | P. Shalet | | 5/4/98 |
| Sales | IMS/EMEA | Manager, International Sales | Staines, England | P. Shalet | | 4/27/98 |
| Sales | IMS/EMEA | Manager, International Sales | Staines, England | P. Shalet | | 5/4/98 |
| Sales | IMS/EMEA | On-line Sales Executive | Staines, England | P. Shalet | | 6/3/97 |
| Sales | NW | Account Executive | Santa Clara, CA | M. Brunaccini | | 3/23/98 |
| Sales | NW | District Sales Manager | Santa Clara, CA | M. Brunaccini | | 1/5/98 |
| Sales | NW | On-line Account Executive, Network World Fusion | Framingham, MA | D. Volpe | | 3/16/98 |
| Sales | PCW OSG | Account Manager | Rochelle Park, NJ | S. Schackman | | 5/11/98 |
| Systems | CIO | IS Support Specialist | Framingham, MA | A. Jones | $28-32k | 6/9/97 |
| Systems | CW | System Support Specialist | Framingham, MA | P. Fowler Sheer | | 3/2/98 |
| Systems | IDG Global Comm | Applications Developer | San Mateo, CA | D. Garza | | 4/27/98 |
| Systems | IDG/B | Manager of Technical Support | Foster City, CA | C. Yam | | 2/9/98 |
| Systems | IDG/B | Senior Network Engineer | Indianapolis, IN | S. Hopson | | 3/23/98 |
| Systems | IDG/B | Vice President of Information Systems | Indianapolis, IN | C. Yam | | 4/20/98 |
| Systems | IFW | Business Systems Specialist/Lotus Notes Developer | San Mateo, CA | S. Moore | | 4/27/98 |
| Systems | IIS | Help Desk Manager | San Francisco, CA | T. Burggraf | | 4/20/98 |
| Systems | PCW | Information Systems Specialist | San Francisco, CA | N. Noble | | 5/11/98 |
| Testing | IFW | Analyst - Application Development | San Mateo, CA | S. Barnes | | 8/11/97 |
| Testing | IFW | Associate Editor | San Mateo, CA | Sara Barnes | | 5/4/98 |
| Testing | IFW | Technology Analyst | San Mateo, CA | S. Barnes | | 3/16/98 |

# Week Of May 11, 1998

| BU | Category | Title | Location | Contact | Phone | Fax |
|---|---|---|---|---|---|---|
| CHSG | Finance | Financial Controller/Business Manager | San Mateo, CA | S. Moore | P: 650-312-0631 | F: 650-312-0668 |
| CIO | Ad Sales | Advertising Sales Associate | San Francisco, CA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Admin | Circulation Assistant/Database Administrator | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Edit | Administrative Assistant | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Edit | Features Writer | San Francisco, CA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Edit | Graphic Designer | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Edit | Staff Writer | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Mktg | Marketing Assistant | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Mktg | On-line Marketing Associate | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Systems | IS Support Specialist | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CW | Ad Sales | Vice President/Advertising Director, East | New Jersey | S. Perry | P: 508-820-8160 | F: 508-270-1160 |
| CW | Edit | Managing Editor | Framingham, MA | P. Fowler Shee | P: 508-820-8647 | F: 508-879-3760 |
| CW | Edit | Senior Writer | Framingham, MA | P. Fowler Shee | P: 508-820-8647 | F: 508-879-3760 |
| CW | Edit | Staff Writer | Burlingame, CA | P. Fowler Shee | P: 508-820-8647 | F: 508-879-3760 |
| CW | HR | Human Resources Manager | West Coast | S. Perry | P: 508-820-8160 | F: 508-270-1160 |
| CW | HR | Human Resources Representative | Framingham, MA | S. Perry | P: 508-820-8160 | F: 508-270-1160 |
| CW | Mktg | Marketing Director | Burlingame, CA | P. Fowler Shee | P: 508-820-8647 | F: 508-879-3760 |
| CW | Rsch | Director of Research | Framingham, MA | S. Perry | P: 508-820-8160 | F: 508-270-1160 |
| CW | Sales | District Sales Manager | Burlingame, CA | P. Fowler Shee | P: 508-820-8647 | F: 508-879-3760 |
| CW | Sales | Sales Associate | Burlingame, CA | P. Fowler Shee | P: 508-820-8647 | F: 508-879-3760 |
| CW | Sales | Senior Account Executive | Framingham, MA | P. Fowler Shee | P: 508-820-8647 | F: 508-879-3760 |
| CW | Systems | System Support Specialist | Framingham, MA | P. Fowler Shee | P: 508-820-8647 | F: 508-879-3760 |
| CW Singapore | Edit | Editor | Singapore | J. Tan | P: 65-345-8383 | F: 65-345-7097 |
| ENN | Sales | Director, Regional Recruitment Advertising | East Coast or West Coast | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| FCW | Admin | Assistant to the President | Falls Church, VA | J. Dendievel | P: 703-876-5057 | F: 703-876-5089 |
| FCW | Circ | Promotions Manager | Falls Church, VA | J. Dendievel | P: 703-876-5057 | F: 703-876-5089 |
| FCW | Events | Administrator, Conferences & Trade Shows | Falls Church, VA | J. Dendievel | P: 703-876-5057 | F: 703-876-5089 |
| FCW | Events | Director, Conferences & Trade Shows | Falls Church, VA | J. Dendievel | P: 703-876-5057 | F: 703-876-5089 |
| FCW | Events | Events Marketing Manager | Falls Church, VA | J. Dendievel | P: 703-876-5057 | F: 703-876-5089 |
| FCW | Events | Events Sponsorship Sales | Falls Church, VA | J. Dendievel | P: 703-876-5057 | F: 703-876-5089 |
| FCW | Prod | Production Assistant | Falls Church, VA | J. Dendievel | P: 703-876-5057 | F: 703-876-5089 |
| FCW | Sales | District Sales Manager | Falls Church, VA | M. Martin | P: N/A | F: 703-876-5128 |
| FCW | Sales | Inside Sales Partner | Falls Church, VA | M. Martin | P: N/A | F: 703-876-5128 |
| GWAN | Ad Sales | On-line Advertising Coordinator | San Francisco, CA | J. Hourston | P: 415-676-3037 | F: 415-835-2473 |
| GWAN | Operation | Director, Client Services | San Francisco, CA | L. Gerberg | P: 415-676-3054 | F: 415-835-2473 |
| ICE | Sales | National Sales Manager | Framingham, MA | M. Maynard | P: 508-935-4777 | F: 508-935-4600 |
| IDC | Admin | Group Operations Coordinator | Framingham, MA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Admin | Group Operations Coordinator (2) | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4600 |
| IDC | Edit | Copy Editor | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4600 |
| IDC | Finance | Accounting Clerk | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4600 |
| IDC | Intern | Intern, CIA/IRS | Framingham, MA | E. Baptiste | P: 508-935-4649 | F: 508-935-4610 |
| IDC | Intern | Intern, IRS/CIA | Framingham, MA | E. Baptiste | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Intern | Intern, Software, Support and Integration | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | IS/Prod. | Senior Publishing Software Engineer | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4600 |
| IDC | Mktg | Marketing Specialist | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Prod | Desktop Publisher, Consulting | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4600 |
| IDC | Rsch | Associate Research Analyst, Smart Handheld Devices | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Inquiry Analyst | Framingham, MA | E. Baptiste | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Manager/Director of Application Development Tools | Framingham, MA | E. Baptiste | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Program Manager, Internet Commerce Services | Framingham,MA, Mt. View, CA or Austin, | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| IDC | Rsch | Research Analyst - Business Network Services | TBD | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, Asset Management | Framingham, MA | E. Baptiste | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, Data Communications | Framingham, MA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, Global Research Services | Mt. View, CA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, Information Access | Framingham, MA | E. Baptiste | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, Semiconductors | Framingham, MA | E. Baptiste | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, Storage | Framingham, MA | E. Baptiste | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Research Director, Internet Security | Framingham, MA | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| IDC | Rsch | Senior Research Analyst, Call Center Services | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Senior Research Analyst, Collaborative Computing | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Senior Research Analyst, Resourcing Strategies | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Senior Research Analyst, Solutions Integration | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
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| IDG | Finance | Corporate Tax Manager | Framingham, MA | K. McPhillips | P: 508-935-4531 | F: 508-935-4600 |
| IDG | Finance | Financial Systems Administrator | Framingham, MA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
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| IDG | HR | Training Coordinator | Framingham, MA | J. Lynch | P: 508-935-4041 | F: 508-935-4600 |
| IDG Games Media Gro | Ad Sales | Regional Sales Manager (PC Games Magazine) | San Mateo, CA | C. Aguilar | P: 415-974-7377 | F: 415-267-1472 |
| IDG Games Media Gro | Circ | Circulation Manager | San Francisco, CA | C. Aguilar | P: 415-974-7377 | F: 415-267-1472 |
| IDG Games Media Gro | Edit | Assistant Managing Editor | San Mateo, CA (relocating to SF in spring | K. Skaggs | P: 650-286-2537 | F: 650-349-8347 |
| IDG Games Media Gro | Finance | Accounting Coordinator | San Mateo, CA (relocating to SF in spring | L. Ching | P: 650-286-2595 | F: 650-349-5279 |
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| IDG Games Media Gro | On-Line | On-line Producer | San Mateo, CA (relocating to SF in spring | F. Mao | P: 650-349-1598 | F: 650-349-4300 |
| IDG Games Media Gro | Prod | Production Coordinator | San Mateo, CA (relocating to SF in spring | F. Mao | P: 650-349-1598 | F: 650-349-4300 |
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| IDG Games Media Gro | Sales | Regional Sales Manager | San Mateo, CA (relocating to SF in spring | C. Aguilar | P: 415-974-7377 | F: 415-267-1472 |
| IDG Global Comm | Systems | Applications Developer | San Mateo, CA | D. Garza | P: 650-524-5701 | F: 650-524-5730 |
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| IDG News Service | Edit | London Correspondent | London, England | R. Garretson | P: 617-423-1052 | F: 617-423-0240 |
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| IDG/B | Edit | Development Editor | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
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| IDG/B | Mktg | Product Marketing Specialist | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
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| IDG/CE | Expo | Trade Show Director - ComNet | Norwood, MA | K. Heenan | P: 617-440-2724 | F: 617-440-0300 |
| IDG/CE | Rsch | Research and Development Coordinator | Norwood, MA | K. Heenan | P: 617-440-2724 | F: 617-440-0300 |
| IDG/CE | Sales | Account Manager | Norwood, MA | K. Heenan | P: 617-440-2724 | F: 617-440-0300 |
| IDG/CSC | PR | Part-time Public Relations Manager/Director | Boston, MA | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
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| IMS/EMEA | Sales | Manager, International Sales | Staines, England | P. Shalet | P: 44-1784-210-210 | F: 44-1784-210-200 |
| IMS/EMEA | Sales | Manager, International Sales | Staines, England | P. Shalet | P: 44-1784-210-210 | F: 44-1784-210-200 |
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| PCW | Edit | Senior Editor, News | San Francisco, CA | B. Snyder | P: 415-267-1715 | F: 415-442-1891 |
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| PCW OSG | Edit | Senior Editor, PC World Today | San Francisco, CA | P. Lemmons | P: 415-267-1776 | F: 415-442-1891 |
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| Web Shopper | Ad Sales | Regional Ad Director | San Francisco, CA | S. Ginenthal | P: 415-978-3203 | F: 415-267-1472 |
| Web Shopper | Art/Design | Designer | San Francisco, CA | A. Block | P: 415-975-2640 | F: 415-442-1891 |

units. It was also suggested that senior management get out in the field more often and visit their business units and customers.

"The PI was an excellent opportunity to meet and learn from colleagues and some of IDG's most successful business unit leaders," said **Scott Kleinman**, IMS managing director, Asia Pacific. "The exposure to new ideas and the successful business practices will make me a more dynamic and effective manager for my business unit."

### Focus on strategic problem solving

This was the second PI that IDG hosted in-house. Until last year "the program was run by an external consultant familiar with the family of IDG business units," Lynch said. "One major change we made when we brought it in house was to focus the content more around strategic-level problem solving and decision making. Rather than cover the publishing functions separately and at the operational level, we've worked to include segments on launches, new opportunities and unique challenges that involve the whole business and the many factors that affect its direction."

> *"The Publishing Institute is an investment in IDG's best and brightest."*
>
> **Tom Mathews**

In keeping with this focus, participants were divided into three teams and charged with the following case study:

"You have just been asked by IDG's Executive Committee to take over as president of Computerweek, Inc. You are specifically charged with the responsibility of finding a way to alter the current financial situation in which the 'Computerweek' team finds itself. You and your team should thoroughly review the overall market position of the publication and its competitors."

Each team made a presentation at week's end to the PI Review Board composed of Levy; **Jim Martin**, president of *Computerworld*; **Susan Perry**, *CW* vice president of human resources; and **Matt Smith**, *CW* vice president, finance.

"[The case study] was an insightful experience because it gave me exposure to those metrics that a publisher looks at on a daily basis," said **Bill Hanck**, southwestern advertising director for *PC World*. "We looked at the property from all the functions within the industry — circulation, marketing, editorial, sales, etc. It was enlightening to work with my fellow IDGers and work with the practical application of dealing with various cultures and the fact that no one on my team came from print publishing. While there was dissension in the group, we found it positive in that we came together to agree on making 'Computerweek' a better and stronger property."

"The Publishing Institute is an investment in IDG's best and brightest," Mathews said. "The return on this investment is evident in the subsequent work of PI graduates who emerge more aware of the strategic issues and leadership challenges facing IDG, more sensitive to the importance of IDG's culture, and more practiced in their management and leadership skills."

The next PI will most likely be held in March 1999 with a notice sent to business unit presidents and country managers in December 1998 asking them to submit nominees to Tom Mathews. For more information on PI, please contact Julie Lynch at 508-935-4041 or julie_lynch@idg.com. 🖳

## HURRY UP AND FIX THIS BIG MISTAKE!

**In his highly rated presentation "Cross Cultural Aspects of International Marketing and Business," Frank Cutitta, managing director, IDG Marketing Services/International, examines the way that cultural biases can interfere with communication, lead to misunderstanding and create barriers to global business.**

**Drawing on conclusions presented in *The Stuff Americans Are Made Of — The Seven Cultural Forces that Define Americans* by Josh Hammond and James Morrison, Cutitta outlines some of the attitudes and assumptions peculiar to the American psyche.**

- **INSISTENCE ON CHOICE. "Just check out the cereal aisle in any grocery store. "If you see only eight or 10 choices, you must be in a 7 Eleven," Cutitta says.**
- **PURSUIT OF IMPOSSIBLE DREAMS. "Americans are practically hard-wired to believe in the rags-to-riches-any-Harvard dropout-can-grow-up-to-be-Bill-Gates scenario."**
- **OBSESSION WITH BIG AND MORE. "Just look at the way people flock to Sam's and BJs to buy industrial-size jars of peanut butter and a year's supply of diapers."**
- **IMPATIENCE WITH TIME. "Everything has to be fast, just-in-time, drive through. If you're five minutes late, you're LATE! In some regions, if you're 30 minutes late, you're early!"**
- **ACCEPTANCE OF MISTAKES. "In general, Americans don't consider making a mistake that big of a deal, in fact, in some cases it's encouraged. Just look at the growth of stores like Home Depot, which help raise fixing things to an art form."**
- **URGE TO IMPROVISE. "We have a strong urge to fix what's broken or find some way around the challenge. Jazz and improvisational theater are also uniquely American."**
- **FIXATION ON WHAT'S NEW. "We are a gadget culture. How else to explain the incredible popularity of things like the Palm Pilot and Beanie Babies?"**

**Anyone interested scheduling the full 90-minute "Cross Cultural Aspects of Global Internet Marketing" or the new "Banners Across Borders" seminar for internal or client events may contact Frank Cutitta at frank_cutitta@idg.com.**

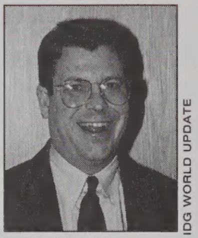
# NOTEWORTHY

### PROMOTIONS

IDC/LINK's **Sau Ching Lau** has been promoted to senior analyst, Education Markets. Sau had been an analyst supporting the Consumer Computing and Education markets since August 1996, but in the last six months has focused on the latter. "This year she wrote two major reports, two bulletins and a couple of flashes while handling Education Markets' inquiries and has still made time to finish a consulting project ahead of schedule," said **Bill Ablondi**, vice president of the New Media Group. "In addition, Sau was responsible for signing up several new clients and is working on a number of prospects from Techmedia to Sun. Sau has sparked new life into the Education Markets program at IDC/LINK just as vendors are starting to realize the magnitude of the opportunity in schools and among students from kindergarten through college."

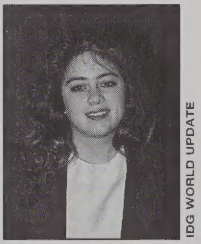
### NEW EMPLOYEES

IDG World Expo welcomes National Accounts Manager **Jim Donovan**, who will be handling new business development, launching new events and developing global integrated marketing programs. He previously served as Eastern territory manager for Comdex Fall and Spring as well as Windows World. Jim has a degree in business marketing from Boston College. He enjoys playing hockey and golf, and earlier in his career he played semi-pro soccer for the Ft. Lauderdale Strikers.



DONOVAN

Drawing on her background in corporate support, Administrative Assistant **Jennifer Shahood** has numerous duties at IDG World Expo's Framingham, Mass., headquarters. She handles reception, schedules in-house and off-site meetings, makes travel arrangements and prepares sales materials for distribution. Outside the office she enjoys shopping, long drives and going to the beach.



SHAHOOD

### TRANSFERS

**Sherri Haslam** has transferred to IDG World Expo from IDG Asia Business Development. Staying in the San Mateo, Calif., office, she will keep her title of manager of Asian business development and continue to provide U.S. sales and business development activities to IDG World Expo events in Asia. She started her career with IDG in 1995. Originally from Hong Kong, she enjoys gardening and playing the piano in her spare time.

IDG WORLD UPDATE

HASLAM

Earlier this year Paris-based **Jean-Baptiste Su** moved from *InfoPC*, where he worked as an editor at large covering a range of topics, from networking to the Internet to digital photography, to *Le Monde Infor-matique*, where he is now senior editor in charge of networking. He began as a freelance writer for IDG France publications in October 1993 and joined the company full time in August 1996.

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### MAGGIES

*continued from page 1*

Congratulations to all of IDG's winners and finalists on the West Coast," said IDG Chairman **Pat McGovern**.

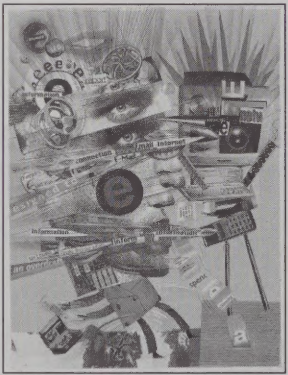
IDG also received four Maggies last year. The Maggie Awards are hosted annually by the Western Publications Association (WPA), the only organization of magazine publishers west of the Mississippi. WPA membership encompasses more than 500 consumer and trade publications.

The following IDG entries won 1998 Maggies:

**Best Online Publication**
PC World Online
(http://www.pcworld.com)

**Best Single Editorial Illustration/Consumer**
"Beat Information Overload,"
*PC World*, February 1997

**Best Trade Tabloid**
*InfoWorld*



**THIS ILLUSTRATION BY** *artist Janet Wooley appeared in the February 1997 issue of PC World and won a Maggie Award for Best Single Editorial Illustration.*

Publish
Special WEB Section
Sneak Preview!
XPress
IDG WORLD UPDATE

**FROM LEFT: PUBLISH** *Editor-in-Chief **Jake Widman**, Managing Editor **Mard Naman**, Executive Editor **Anita Dennis** and Art Director **Jean Zambelli**.*

IDG WORLD UPDATE

**INFOWORLD RESEARCH** *editor, reviews and Testing **Sean Dugan** attended the Maggie Awards ceremony to accept InfoWorld's award for Best Trade Tabloid.*

**Best Computers and Telecommunications Trade Publication**
*Publish*

For more information, contact **Heidi Hynes**, IDG director of public relations, tel: 617-534-1237, e-mail: heidi_hynes @idg.com.

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**TWENTY YEARS**
Bob Wescott - Computerworld

**EIGHTEEN YEARS**
Christian Mahler - IDG Germany

**SEVENTEEN YEARS**
Karen Weston - IDC

**THIRTEEN YEARS**
Gail McElroy - IDG Australia

**NINE YEARS**
Caryn Dlott - Computerworld
Kim Nash - Computerworld

**EIGHT YEARS**
Donna Vieraitis - InfoWorld
Cathy Gagne - Computerworld

**SEVEN YEARS**
Claus Egge - IDC U.K.
Marc Mikulich - IDG Books
Janell Scannall - Computerworld
Christine Flanagan - Computerworld

**SIX YEARS**
Heather Hudson - IDG New Zealand
Masato Tsuchiya - IDG Japan

**FIVE YEARS**
Jose Perez-Laco - IDC U.K.

**FOUR YEARS**
Caroline Patterson - IDG New Zealand
Michael Lasky - PC World
Adam Block - PC World

**THREE YEARS**
Susan Brown - IDG
Nancy Koral - IDG Research Services
Jillian Hamilton-Brown - IDG New Zealand
Maria Mollnhauer - IDG Germany
Ute Dorau - IDG Germany
Wolfgang Leierseder - IDG Germany
Jeffrey Chua - IDG Singapore
Hideo Sasaki - IDG Japan
Carl Rosschou - IDG Denmark
Lisa Radler - PC World
Dorothy Handy-Eovine - Computerworld

**TWO YEARS**
Terrehon Bowden - Web Publishing
Atlanta Wilson - Web Publishing
Daniella Mastin - PC Advisor (U.K.)
Lothar Derichs - IDG Germany
Nigel Woodward - IDG Australia
Simon Tsang - IDG Australia
Sandra O'Boyle - PC World
Burt Projansky - Computerworld

**ONE YEAR**
Margaret Nisenti - FCW Govt. Tech. Group
Kenneth McCoy - IDG World Expo
Kathleen Thomas - FCW Govt. Tech. Group
Stephen Drake - IDC
Sydney Balise - IDC
Thomas Eberth - IDG Germany
Christine Berman - IDG Books
Lynn Van Duyn - IDG Books
Janni Gatzwiller - IDG Denmark
Søren Eskildsen - IDG Denmark
Grace Woo - PC World
Alison Macondry - PC World
Gerald Tan - IDC Singapore
Fang Yoke-Ling - IDC Singapore

## VALUABLE PRIZES AWAIT TOP IDG FUNDRAISERS IN AIDS WALK BOSTON

**Last year the top IDG fund-raiser for AIDS Walk Boston collected $11,000 in pledges. Can you top that? Register for the June 7 walk and collect pledges for a chance to win:**

**Grand Prize: Weekend for two at a B&B of your choice — valued at $500!**

**First Prize: $300 gift certificate to a store of your choice.**

**Second Prize: $200 gift certificate to a store of your choice.**

**Third Prize: $100 gift certificate to a restaurant of your choice.**

**Honorable Mentions (eight): $50 gift certificate to a restaurant or store of your choice.**

**Contact your business unit's team captain for registration cards and pledge sheets.**

**For more information, see a team captain or call Deb Goldstein at 508-370-0820 or Suzanne LePage at 617-423-1125. Check us out on the Web at <http://idgcentral.com>! Walk with IDG! Thank you for your participation.**

## Closet Screenwriters, Master Your Domain!

"Seinfeld," the most popular show about nothing in U.S. television history, will air its final original episode on May 14. While the world awaits the conclusion (Will George ever find another girlfriend? Will Elaine ever learn to dance? Will Kramer ever comb his hair? Will Jerry ever NOT comb his?) start thinking about the ending you'd like to see — and win a $75 American Express gift certificate in the process!

Here's how: Write a script (no more than 500 words) of what you think the final episode should be. Here's the catch: There must be some kind of high-technology angle to the plot line. (Will Jerry ever turn on his Mac? Will Elaine ever figure out the e-mail system at J. Peterman?)

Send your submissions to world_update@idg.com or fax 617-423-0712 by June 1. The winner and three runners-up, each of whom will receive *World Update* sweatshirts, will be announced in *IDG World Update*, and their scripts will be available on *IDG World Update Online* for perusal by IDG employees and Hollywood agents.

## CELEBRATING 10+

# Paul Gillin

**HOME:** Hopkinton, Mass.

**JOINED IDG:** Labor Day, 1982 as a staff writer at *Computerworld*; now editor-in-chief.

**MOST CHALLENGING PART OF YOUR JOB:** Keeping my unread e-mail in double digits.

**BEST PART OF YOUR JOB:** Meeting people who are worth tens of billions of dollars and chatting with them like they're my next door neighbor.

**CAREER HIGHLIGHT:** Spending an hour and 15 minutes in a one-on-one interview with humorist Dave Barry about computers. For me, it was like meeting Elvis.

**MOST MEMORABLE WORK MOMENT?** Serving chili at Comdex '97 with sex therapist Dr. Ruth Westheimer.

**WHAT'S KEPT YOU AT IDG FOR 10 YEARS?** The value this company places on the dignity of its people and on editorial quality is just incredible. There is no other publishing company in this industry that even comes close.

**ONE THING ALMOST NO ONE KNOWS ABOUT YOU:** I was very nearly a music major (trombone) in college.

**FAMILY:** Ryan is 10 and Alice is 6. If I told you my wife Lori's age, she would have to kill me.

**WHAT TALENT DO YOU WISH YOU HAD THAT YOU DON'T?** I play awesome air guitar. I wish I had one clue of what to do with the real thing.

**FIVE PEOPLE — LIVING OR DEAD — YOU'D INVITE TO A DINNER PARTY?** Studs Terkel, Dave Barry, Walter Cronkite, Lauren Bacall and Lori Gillin.

**IDG CHAIRMAN PAT McGOVERN RECENTLY HOSTED CW** *Editor-in-Chief* ***Paul Gillin*** *at Aujourd'hui in Boston's Four Seasons Hotel in honor of his years of service to the company.*

**FIRST JOB:** I was a desk clerk at the Terrace Motel in Brookline, Mass. After being robbed at gunpoint for the second time, I decided to pursue another career.

**WHAT OTHERS CAN'T TELL JUST BY LOOKING AT ME:** I can recite nearly every Monty Python sketch from memory.

**MANAGER'S PROFILE:** "Paul is an extraordinary editor who has a clear vision of who our readers are and how to satisfy their business needs. His leadership traits have enabled *Computerworld* to continue as one of our industry's most recognized publications for quality editorial achievements. Our goal of becoming 'the world's technology newspaper' is being driven by Paul's enthusiasm for growing our paid circulation and for pushing us successfully into the next century."

*- Jim Martin, president, Computerworld Inc.*

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 75 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 20

May 18, 1998

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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

# CNN, IDG Partner to Deliver Web's No. 1 Global Tech News Source

CNN Interactive <http://www.cnn.com>, the leading news content provider on the Web, and IDG.net <http://www.idg.net>, the Web's largest network of technology publications, today formed a partnership to expand their news and technology services on the Web.

Under the terms of the strategic partnership, IDG.net will be the preferred provider of technology content to CNN Interactive's Sci-Tech section located at <http://www.CNN.com/TECH/computing>. Leading IDG global brands — including *Computerworld*, *Dummies Daily*, *The Industry Standard*, *InfoWorld*, *JavaWorld*, *Network World*, *PC World*, *SunWorld* and *TipWorld* — will provide news, features, reviews and tips to CNN.com.

The partnership will greatly increase the amount of news and general content on the Computing sub-section,which was added to CNN.com in February. CNN Interactive will also provide

• CONTINUED PAGE 4 •

# IDG, Reed Extend Alliance to U.K. Channel Titles

IDG's stable of channel publications around the world increased to 18 this month, as IDG and Reed Business Information, a division of Reed-Elsevier, announced that Reed's newly acquired titles, which focus on distribution channels for computer products, will join IDG's global network.

The controlled-circulation Reed titles, all published in the U.K., were acquired from Dennis Publishing and include market leaders *Microscope*, *The VAR* and *Business and Technology*.

According to Media Monitoring Service, the addition of these titles brings the market share of IDG's network of channel-related titles in Europe to 45%, compared with 15% for CMP and 11% for VNU.

The arrangement is similar to the one announced by IDG and Reed in March (*IDG World Update*, March 9, 1998), in which the two companies agreed to jointly market Reed's *Computer Weekly* — the U.K.'s leading IT publication — and the monthly *Corporate Networks*. That agreement, like the one for the channel publications, allows Reed to gain access to IDG's global marketing network, which includes 285 publications in the 75 countries that represent 95% of worldwide IT spending.

# IDG Hungary Gives PC-X Readers a Club of their Own

**SOME 200 PC-X CLUB MEMBERS** *gather each week in the basement of IDG Hungary's building to try out the latest in gaming software.*

At IDG Hungary, "all play and no work" are the house rules, but that only applies to what goes on in the company's basement. That's the site of the PC-X Computer Club, a place where subscribers to *PC-X* — Hungary's games magazine — and other visitors can do battle on the latest PC games.

Opened in November 1997, the PC-X Club attracts about 200 people weekly who play Quake2, Carmageddon, Red Alert, Diablo and other games on the club's seven computers. Membership is free to all *PC-X* sub-

• CONTINUED PAGE 7 •

## IN BRIEF

# IDG Spain's First PC World Expo Targets New Audience

### In a departure from typical national IT shows, PC World Expo focuses on small, medium-size businesses in a single region

EPSON
COMPAQ

**MORE THAN 36,000 VISITORS AND 77 EXHIBITORS TURNED** *out for the first PC World Expo, held in Barcelona April 1-4.*

In contrast to the typical national IT expos in Spain that target IT-savvy business executives from large companies, IDG Spain tried out a new trade fair formula this year. The Madrid-based subsidiary launched its first PC World Expo this spring, targeting small and medium-size businesses in Catalonia, the northeast region that has the country's highest current and anticipated IT growth.

The experiment was a successs by all accounts, according to IDG Spain Managing Director **Paco Zabala**. More than 36,000 visitors and 77 exhibitors turned out for the April 1-4 show in Barcelona. IBM, Novell, Microsoft, Hewlett-Packard, Epson, Canon, Compaq and Telefonica, Spain's main PTT, were among the exhibitors that welcomed the opportunity to participate in a regional expo.

A substantial number of important individuals from Spain's IT and political communities also attended the event.

The mission of PC World Expo was to show business-people how to direct their companies' IT investments. To help attendees who weren't very familiar with the Internet or the world of IT, IDG and Novell teamed up to provide 20,000 free e-mail accounts for use during the course of the show, the first time this had been offered during a show in Spain.

In addition, visitors could stop at a "Classroom for Dummies" area and take free classes, which did not require pre-registration, on topics such as basic computer operations and how to access and search the Internet.

PC World Expo boosted its visibility and prestige in part by deriving its name from its magazine companion. Launched in 1985, *PC World Spain* is the country's largest and most widely read computer magazine.

PC World Expo is slated to be held again next spring. IDG Spain also organizes Macworld Expo in Madrid, which will be held this year Nov. 16-21.

*For more information, contact* ***Cristina de Hoyos****, PC World Expo sales manager, at crish@idg.es.*

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# IDG, IBM Sign First-of-its-Kind Global Web Ad Deal

IDG and IBM have signed an unprecedented global, one-year Web advertising agreement that represents the largest contract booked to date through IDG.net, and has the broadest geographic reach of any contract signed for Web media. The agreement includes more than 80 Web sites in 34 countries throughout North America, Latin America, Europe and Asia.

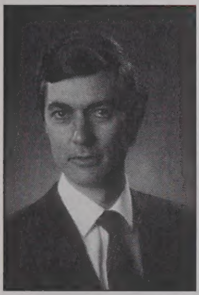
IBM's program illustrates a key IDG objective: to make the Web truly 'worldwide' for advertisers. IBM will reach computer professionals who are using locally produced Web sites covering markets in native languages, with news and reviews targeted toward local products and operating environments.

"While much information on the Web is accessible globally, that is just part of the media equation," said **Laurie Morgan**, publisher of IDG.net. "Technology decisions require local information. IDG's 210 individual, locally managed Web sites provide the credible, relevant news and product information that technology decision-makers rely on — and, consequently, highly effective vehicles for advertising technology products."

J Kosanke, IBM worldwide director of media operations, said, "This program offers us an efficient way of communicating with key decision makers throughout the world. But more importantly, we can customize our communication to take advantage of the local content and language, and IDG is able to provide us with the measurement and accountability we require."

The global online agreement is the second component of a broad global partnership between the two companies. Earlier this year, IDG and IBM announced that IBM would sponsor Computerworld's Global Innovators series in 15 countries.

# ON LINE



**KIRK CAMPBELL**

*IDC's president and CEO is this week's columnist. Part 2 of his column will appear on June 1.*

## IDC AT-A-GLANCE

- **U.S. employees = 375**
- **International employees = 250**
- **Client companies worldwide = 3,900**
- **IDC conferences and seminars worldwide in 1997 = 105**
- **Research documents published worldwide in 1997 = 2,410**
- **Research pages published worldwide in 1997 = 50,600**
- **Average number of monthly visitors to IDC's public Web site, http://www.IDC.com = 114,000, up 111% in the past year**
- **Registered companies accessing IDC's research site, IDCNet at <http://www.itresearch.com> = 1,200 up from 240 a year ago**
- **Registered individual customers accessing IDC's research site, IDCNet = 9,600 up from 400 a year ago**

**Q What are IDC's main competitive advantages vis-a-vis Gartner, Dataquest and Forrester?**

A The single key competitive advantage for IDC, which is the most important reason for our success, is our experienced and highly qualified worldwide analyst team. IDC prides itself in providing superior customer service. Our research analysts work closely with customers and provide them with high-value research analysis and insights.

IDC offers the most comprehensive and detailed research analysis available on IT markets. No other research company covers every segment of the IT industry from components, servers, PCs, peripherals, software, services to networking, telecommunications, channels, consumer and the Internet. In addition, IDC offers the most research depth in each of these major markets. For example, in Software we offer focused and detailed worldwide research programs in 15 submarkets that range from Java and Objects to Middleware and Enterprise Serverware. In each major research area, we provide research coverage that is unique and simply unavailable from other companies.

IDC's research analysts are on-site and studying trends in every region of the world — North and South America, Western Europe, Russia and Eastern Europe, Asia/Pacific, the Middle East and Africa. No other IT research company can begin to match this geographic coverage. Our research strategy is unique in that we provide research at three levels — country, regional and worldwide. Other research companies provide worldwide and possibly regional research, but they cannot compete with IDC's market expertise in the individual countries. As a result, IDC is selling to not only worldwide and regionally based companies but also to many national (local) firms that our competitors do not reach.

Due to IDC's long experience in conducting IT market research (we invented this business), our research definitions and segmentations are highly valued by customers. Many IT vendors rely exclusively on IDC to define how they measure market opportunities and track their success in the IT business. Global IT firms know that if they work with IDC they can obtain consistent and reliable market data on countries and regions to run their business with.

IDC also is respected for its quality research methodologies and the reliability of its forecasts. IDC completes far more surveys of end-users (over 200,000 annually) than any other company. This continuous stream of market data, combined with vendor and channel surveys, is used by our research analysts to develop forecasts which, over time, have been more accurate than any other research firm.

**The market research business has been in the business and trade press quite a lot lately. What is your take on why that is happening?**

I believe the recent press coverage of IT market research firms is a natural result of the expanded role of information technology in the worldwide economy. If you read the business section of a newspaper anywhere in the world, there will be at least one and usually many stories on computer and telecommunications businesses or the use of information technology. We are in the midst of one of the longest periods of economic growth without inflation, and it is generally accepted that information technology is playing a very major role in driving this "new economy."

As a result, every business professional and many consumers are much more interested in IT trends. The press is seeking stories on IT trends and the future. Obviously, market research firms are a great place to obtain this information.

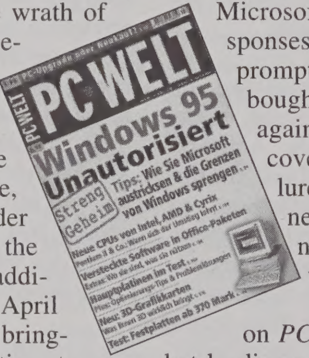
For example, over the past 12 months IDC market data and analysts have been quoted by the U.S. business and trade press in 2,400 separate stories which, by the way, is 40% more than any other market research firm. With the exploding interest in IT issues, the press and its readers also want to know more about the research companies that predict the future which has led to more stories on the market research business. I think I can safely predict that the IT market research business will be increasingly in the spotlight as computers become more and more pervasive in businesses and homes worldwide.

**Questions for the regular "On line" columnists — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella — may be sent to world_update@idg.com or fax 617-423-0712. Questions will be forwarded anonymously.**

# *PC Welt*'s Circulation Hits Record Level Amid Microsoft Rumblings

Continuing the circulation lead it has cultivated over the past few years, *PC Welt* saw its sales reach new heights this spring in the face of a threatened lawsuit from Microsoft.

The April issue of *PC Welt* sold out on German newsstands, bolstered by articles about the controversial March issue. In March, *PC Welt*'s article, "Unauthorized Windows Tips," stirred the wrath of Microsoft, and Microsoft began legal proceedings against *PC Welt.*


PC WELT
Windows 95
Unautorisiert
Streng Geheim
Tips: Wie Sie Microsoft austricksen & die Grenzen von Windows sprengen
Neue CPUs von Intel, AMD & Cyrix
Versteckte Software in Office-Paketen
Hauptplatinen im Test
Neu: 3D-Grafikkarten
Test: Festplatten ab 370 Mark

To accommodate readers who were eager to know the latest news about the battle, *PC Welt* staff decided to order the first reprint in the publication's history. An additional 20,000 copies of the April issue rolled off the presses, bringing April's total circulation to 400,000 — *PC Welt*'s highest sold circulation ever.

While reprint costs were extremely high (DM 12 compared with a regular unit cost of approximately DM 2,50), Managing Director **York von Heimburg** said the effort was worthwhile in public relations benefits alone. Trade publication *Special Interest Magazine* ran articles on the rarity of a monthly publication being reprinted. *PC Welt* staff brought extra reprints to the CeBIT show," and advertisers nearly went crazy to get their hands on them," von Heimburg said, "since a whole-issue reprint is unique in Germany."

The reprinted April issue included six pages of new editorial content that covered the most recent aspects of the Microsoft quarrel and press responses to the controversy. This prompted some readers who had bought the April issue to buy it again. A green sticker on the cover teasing the new content lured potential buyers, and the newly added articles, designated with green headlines, were easy to find.

The April bonanza built on *PC Welt*'s already solid market-leading position for the first quarter of 1998. According to an audit by IVW*, average paid circulation was up almost 13% over the same period last year, with 343,876 copies sold. *PC Welt*'s circulation was ahead of its rivals by 12,767 (*c't*) and 65,138 (*Chip*) during the same three-month period. 🖳

*German audit firm Informations gemeinschaft zur Feststellung der Verbreitung von Werberträgern.

## MICROSOFT PAINED BY WINDOWS TIPS

**PC *Welt*'s controversial Windows tips were aimed at helping professional users get more from their PCs. One of the tips, for example, showed how to install Windows faster, without clicking "Yes" to the Microsoft license agreement screen. Although not found in offic-ial manuals, *PC Welt* staff members said all 60 tips could be easily found on the Web and elsewhere.**

**"*PC Welt* stressed numerous times that any of those tips may only be used by people who have a valid Windows license," said IDG Magazines Managing Director York von Heimburg. "Microsoft claimed that the tips incited readers to pirate software and to infringe property rights. We rejected all these allegations as being entirely withough foundation and to be regarded as an attempt to use Microsoft's predominant market position to influence the press."**

**Nevertheless, von Heimburg said *PC Welt* doesn't intend to publish the tips in question again, and the staff stated so not only to the district attorney and to Microsoft officials but also in *PC Welt* and through press releases.**

**Reader opinion is heavily on *PC Welt*'s side, von Heimburg noted, and even most of the press coverage is in *PC Welt*'s favor, "even if [the press admits] that some of the tips were cheeky," he said.**

**At this time, Microsoft has withdrawn all its ads from *PC Welt* but has not cancelled any ads with other IDG publications or IDG Marketing Services. *PC Welt* is trying to settle the issue out of court while awaiting word from the district attorney, who will determine if the case is "of common interest" and thus appropriate for trial.**

### IDG/CNN

*continued from page 1*

IDG.net's users with breaking news through constantly updated headlines and news summaries.

Worldwide reach will be a unique element of the partnership, leveraging the unparalleled global capabilities of both companies and expanding over time to cover major markets around the world.

The IDG.net sites participating in the partnership include:

- @Computerworld <http://www.computerworld.com>
- Dummies Daily <http://www.dummiesdaily.com>
- The Industry Standard <http://www.thestandard.net>
- InfoWorld Electric <http://infoworld.com>
- JavaWorld <http://www.javaworld.com>
- Network World Fusion <http://www.nwfusion.com>
- PC World Online <http://www.pcworld.com>
- SunWorld <http://www.sunworld.com>
- Tipworld <http://www.tipworld.com>

IDG

## *Job Opportunities - May 18, 1998*

**Editorial Assistant (CIO)**
CIO Magazine is looking for an editorial assistant to join the editorial team. Editorial assistant duties: Conduct research and fact checking; write occasional short items; assist and support editorial staff. Candidates must be detail oriented, flexible and team players, with the ability to work independently. Good communication skills a must. Knowledge of Microsoft Word, Lotus Notes, e-mail and online technologies is helpful but not required. *Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

**Assistant Managing Editor (CW)**
The Assistant Managing Editor is responsible for all daily operations of the Computerworld copy desk, ensuring the smooth daily production and final sign-off of all CW pages and guaranteeing that these pages are of top-quality editorial material. Qualifications are experience on a large copy desk; expertise in Quark Xpress; superb command of the English language and CW style; strong organizational and follow-through skills; the ability to work well under pressure and with many people; a willingness to be flexible; and a college degree. *Location: Framingham, MA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Copy Editor (CW)**
Computerworld has an immediate opening for a skilled copy editor. Responsibilities will include editing and proofreading copy for grammar, consistency and style; writing headlines; and producing pages on Quark XPress. A sharp eye for detail and ability to work under daily deadlines required. Bachelor's degree and at least two years of copy editing experience is preferred.
*Location: Framingham, MA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Senior Marketing Specialist (CW)**
Computerworld's Careers group is seeking a senior marketing specialist to join the team. Key areas of responsibility include project management of institutional marketing literature (ie. annual Media File), direct mail postcards, house and outside advertising, booth graphics, structure, and related booth materials and coordination of special promotions at Computerworld conferences and events. The ability to juggle a multitude of ongoing projects, excellent telephone manner, positive attitude and ability to build important relationships with other departments will all be required. Some knowledge of marcomm, lists and related processes is desirable. *Location: Framingham, MA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Library Assistant (IDC)**
The IDC West Library is looking for a permanent, part-time Library Assistant to cover the mid-day hours. Responsibilities will include assisting library patrons and performing administrative tasks for the library such as filing, shelving, and periodical check-ins. Superior customer service, teamwork, and PC skills are essential. Previous library experience or training is desirable. The ability to use the internet and/or online services such as DIALOG would be a plus. *Location: Mountain View, CA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: ashluger@idcresearch.com

**Marketing Specialist (IDC)**
IDC's Systems and Storage research programs are looking for an experienced Marketing Specialist. The ideal candidate for this position will be a dynamic, assertive and communicative marketing professional with 3-5 years of diverse experience including product and direct marketing as well as marketing communications experience. Responsibilities include working with a team of high-profile market analysts and sales staff, managing events, writing persuasive press releases and report promotions, assisting in positioning products, translating technical ideas into compelling marketing messages, developing targeted prospect lists, and writing direct mail and marketing campaigns. Strong organizational, communication, promotional writing, detail, and desktop publishing skills required with a working knowledge of Filemaker Pro,Quark Express, Microsoft Word and Excel and Delta Graph. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: ashluger@idcresearch.com

**Senior Research Analyst (IDC)**
IDC's Worldwide Peripherals research group has a high visibility and dynamic opportunity for someone looking to be an expert on quantifying, forecasting, and analyzing worldwide computer printer shipments. As a Senior Research Analyst, you will integrate, reconcile and produce accurate reports of primarily quantitative market data on a quarterly and annual basis. To do so you will work with IDC's network of analysts in the U.S., Western and Eastern Europe, Asia, Latin America, Canada, and Middle East/Africa. You will work with our programmers to further develop and refine the worldwide database, and with clients to support their analysis and technical inquiries. Your business development responsibilities will include working with IDC's salesforce and our worldwide client base to promote this vital research tool. Three to 5 years experience with data-intensive projects, data manipulation software, and/or data modeling are highly desirable, as is experience in market research in the IT, peripherals, or printer markets. Strong quantitative, analytical, interpersonal and business development skills required. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: ashluger@idcresearch.com

**Business Support Manager (IDG)**
IDG Corporate Services Group is seeking a highly motivated, results-oriented individual to join our progressive IS Group. As the Business Support Manager, you are responsible for managing the team that provides first level support for all hardware and application questions for both local and WAN clients. Hardware support includes basic network and system checks, overseeing system backups, and maintaining basic system and network security procedures. Software application support includes financials, MS Office Suite, client/server reporting and web site applications. This position provides the opportunity to develop and manage a fast-paced customer service oriented helpdesk approach, implement client training programs, and create innovative procedures for keeping desktops current and remote customers happy. Ideal candidate will possess a BS/BA degree or equivalent work experience, 5 to 7 years experience in a customer service management role, knowledge of helpdesk concepts, and a good blend of experience with hardware and software systems and applications. Must have excellent organizational, interpersonal and communication skills and a strong commitment to customer satisfaction. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Editorial Assistant (IDG.net)**
Editorial assistant will support editorial team with document processing and other projects as needed, plus provide dedicated administrative support for the Editor-in-Chief. Requires a self-starter with some editorial knowledge, an eye for detail, and the ability to juggle multiple priorities. Multiple language skills extremely desirable. *Location: San Francisco, CA*
Contact: M. Catolico, Fax: 415-267-1742, Phone: 415-978-3272, Email: maria_catolico@idg.com

**Copy Editor (IDG/B)**
The person in the position of Copy Editor works with the Dummies Press editorial team to impact the development and creation of books. The position carries the responsibilities for editing manuscript at the text level, with particular attention to house style, punctuation, grammar, and clarity. Copy Editors perform other editorial tasks at the direction of Project Editors and Editorial Managers as required for timely delivery of book projects through the editorial and production processes. Must possess an English or related degree, excellent communication skills - both written and oral, strong attention to detail, and working knowledge of Windows '95 and the Internet. *Location: Indianapolis, IN*
Contact: M. Boese, Fax: 317-596-5240, Phone: 317-596-5436, Email: injobs@idgbooks.com

**Project Editor (IDG/B)**
As a member of the Dummies Press editorial team, a Project Editor develops and edits the manuscripts of Dummies and Business and General Reference Press books at the project level. A person in this position serves as the central contact for project information and project/resource management. The qualified candidate must possess an English or related degree, excellent communication and organizational skills, have a team-oriented approach, and previous editorial/project management experience. *Location: Indianapolis, IN*
Contact: M. Boese, Fax: 317-596-5240, Phone: 317-596-5436, Email: injobs@idgbooks.com

**Accounts Payable Clerk (IDG/B)**
Responsibilities include invoice encoding, maintenance of the PO system and records, reconciliation of expense reports, data entry, processing check requests, invoices and expense reports, and answering vendor inquiries. Ideal candidate should be detail oriented with strong organizational and communication skills. The position requires 2+ years' A/P processing experience and proficiency with spreadsheets, word processing and database applications (Excel, Word and Access).
*Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Credit Specialist (IDG/B)**
This position is responsible for posting payments from customers to the A/R system, maintain accurate records of chargebacks and reconciliation's, collect past due invoices while maintaining good customer relationships, monitor accounts, and document all pertinent information. The ideal candidate will possess an Associates degree in business or equivalent experience, minimum of two years in a high volume A/R department, basic accounting knowledge, and a strong customer service background.
*Location: Indianapolis, IN*
Contact: M. Boese, Fax: 317-596-5240, Phone: 317-596-5436, Email: injobs@idgbooks.com

**Customer Service Representative (IDG/B)**
This full-time position involves maintaining positive relationships with IDG Books Customers. The position involves heavy phone contact with new and existing customers. The qualified candidate will be responsible for assisting customers with ordering needs, providing product information, clarifying delivery requirements, and responding to order related inquiries. Requirements include; excellent phone communication, working knowledge of Win '95, and previous customer related experience. A background in the publishing industry is a plus. *Location: Indianapolis, IN*
Contact: M. Boese, Fax: 317-596-5240, Phone: 317-596-5436, Email: injobs@idgbooks.com

**Account Executive/Inside Partner (IFW)**
The role of this position is to work in cooperation with the Regional Manager to achieve and increase page and revenue plans. The Account Executive/Inside Partner will assist in closing sales and adding value to existing business, using research and special opportunities. This individual will also be responsible for sales intelligence gathering, prospecting/cold calling, and customer service.
*Location: Rochelle Park, NJ*
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: resumes@infoworld.com

**Account Executive (Mac Pub)**
MacWEEK is looking for an energetic professional who will be responsible for establishing relationships with key growth accounts and other non MacWEEK advertisers. You will work with an assigned District Sales Manager(s) in prospecting for and servicing new accounts. Client contact will be predominantly by telephone, but sometimes in person (local travel), or at major trade shows. Performance will be assessed based upon attainment of revenue quotas, and other sales activities. A bachelors degree or equivalent is preferred. Additional requirements are excellent writing, verbal, communications skills, and two years sales or agency experience. *Location: San Francisco, CA*
Contact: K. Elken, Fax: n/a, Phone: 415-243-3515, Email: karl_elken@macworld.com

**Administrative Assistant (PCW)**
To provide administrative support for PC World's Editorial Department. Heavy clerical and administrative support which includes phones, word processing, client contacts, filing, photocopying, etc. Must have professional phone manner, be highly organized, detail oriented and able to prioritize and juggle multiple tasks in a fast paced environment. Proficient in Windows 95, Word for Windows, Excel, PowerPoint and Lotus Notes preferred. Minimum of 1 year clerical experience required.
*Location: San Francisco, CA*
Contact: L. Grubbs, Fax: 415-442-1891, Phone: 415-978-3275, Email: linda_grubbs@pcworld.com

**Ad Sales Operations Coordinator (PCW OSG)**
Coordinate the timely and accurate transfer of advertising information from the sales team to the advertising production group. Prepare accurate and clear insertion orders. Maintain sales insertion order database. Assist in resolving advertising credit issues and perform other administrative tasks as assigned. Candidate must have prior administrative work experience, medium to high spreadsheet and database skills. Familiarity with the Internet. Ability to juggle multiple tasks. Excellent time management, organizational skills, written and verbal communications skills and able to work well in a fast paced environment. *Location: San Francisco, CA*
Contact: E. Wayman, Fax: 415-974-7491, Phone: 415-978-3377, Email: erin_wayman@pcworld.com

Volume 3, Number 4 May 18, 1998

IDG U.S. UPDATE

PUBLISHED MONTHLY FOR IDG EMPLOYEES IN THE U.S.

# IDC Commends Second-quarter Achievers

IDC honored a new crop of outstanding employees for the second quarter recently during awards presentations in Framingham, Mass. and Mountain View, Calif.

The first set of awards listed below are part of the quarterly IDC Excellence Awards Program that recognizes employees for outstanding performance and service and allows U.S. employees to nominate their peers' work and contributions to IDC. Winners are chosen by a five-member committee.

Excerpts from the awards presentations follow:

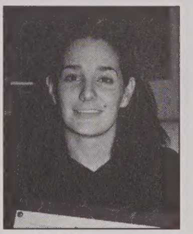
### RESEARCH AND CONSULTING

*Business Development*

**Randy Perry,** consulting director for the Communications Group, has single-handedly increased his consulting group's revenues to $2 million during the past year, while at the same time being charged with managing and delivering those consulting projects. His group's current backlog of over $700,000 in consulting projects is hefty and is one of the highest among all consulting groups. This achievement is even more spectacular if one considers that IDC's consulting business slowed down during the past few quarters.

*Product Quality*

**Kelly Henry,** senior research analyst for the Systems, Software and Services Group, consistently produces a great deal of timely and valuable research. On a quarterly basis she typically writes forecast reports and market-share bulletins for the semiconductor market within PCs, quarterly IDC Flashes on earnings reports from the big three of the microprocessor industry (Intel, AMD, and Cyrix), scores of additional Flashes and bulletins as warranted by major market announcements, as well as biweekly contributions to the newsletter. She has contributed a great deal of research to the IDC Web site and her reports are always timely, reliable, and full of useful data for our clients.


HENRY

*Product Quality*

**Julie Rietman**, a senior research analyst, for the Wireless Communications program, has reached several milestones in the past year with her research. IDC is now the leading market research company for wireless research. Julie manages the annual primary research surveys as well as writing the research. She's also been requested to speak all over the world and is recognized as a guru in her field. It's the quality of her research that has set IDC apart from our competitors. Booking rates in Wireless Communications are approaching $1 million, and she's expanding her research to Europe by working with our European expertise center in launching the European Wireless and Mobile Comm CIS program this year.

### SALES

*Sales Person of the Quarter*

**Kristin Williams,** sales manager for

•CONTINUED PAGE 3 •

# IDG Offspring on Both Coasts Get a Taste of the Working World

It can be a rocky road when you bring your kids to the office, as a few IDC and IDG parents found out last month during the company's assorted variations on "Take Our Daughters to Work Day." Rocky Road ice cream, that is.

What exactly do grownups do at IDC? Conduct surveys, for one thing. Twenty-five boys and girls between the ages of six and 12 came to their parents' Framingham, Mass., office and were asked to create their own survey about the opening of an ice cream store. After a presentation by IDC Research Manager **Seana Dowling** on what a survey is, the children were asked to come up with 10 ice-cream store survey questions. Then they asked five analysts for their answers to such questions as, "What's your favorite flavor?" "How many scoops?" "What kind of toppings do you like?" "Cup or cone?" and "Sugar cone or regular?"

### What does your dad do?

**Eric Cormier**, IDG human resources assistant, said, "This is the third year we've participated in this. This was the first year, though, that we've combined our efforts with the IDC office. At the beginning of the day we asked them what they thought their parents did. One said, 'He travels!'

"They also took a tour of IDG Cor-

•CONTINUED PAGE 3 •

## TRAVEL UPDATE

# IDG's Online Booking Product Offers Numerous Enhancements for Travelers

Enhancements to IDG's online travel booking product, AXI (American Express Interactive), have been completed and include an array of exciting new features. Among the system's new capabilities are the following:

**Travel Arranger Access:** This feature allows an AXI user to make reservations for one (or more) travelers without having to log-in as that person.

**Template Itineraries:** Do you take repeat trips to the same destination? Book repeat trips in FLASH with template itineraries. Just change the dates — AXI does the work for you.

**Shared Itineraries:** Share itineraries with your colleagues — perfect for group trips.

**Best-Priced Flight Options:** Now AXI will present you with the lowest priced round-trip options that meet our travel policy.

**Scheduled Flights:** Now you can see all scheduled flights on the requested date, even those flights that are sold out. If you see a flight you want that isn't available, you can send a message to a Travel Counselor to waitlist you.

**Hotel Search by Attraction:** Find the hotel closest to the attraction you're visiting.

If you have any questions about AXI or the new features of AXI, or if you would like to request an ID and password for a colleague or someone you arrange travel for, please contact **Paul Carlin** in IDG's Corporate Travel Office by phone at 508-820-8645, by fax at 508-820-8620 or by e-mail at paul_carlin@idg.com.

**Please note:** For current AXI users, log-in procedures have been changed as well. If you have not been notified already, please contact Paul Carlin.

## Did You Know?

**United adds a second daily nonstop flight** between Miami and Caracas, Venezuela July 30 through October 4.

**As of June 1,** American Airlines joins other domestic carriers in setting carry-on baggage limitations to two per person, exclusive of purses, coats and disability aids such as canes or crutches.

**Effective June 1,** TWA will no longer issue advance boarding passes and will be joined by United, effective June 8.

**Boston ranked as one of the top cities** with the biggest increase in average hotel room rates for the month of February with an increase of 10%.

**Effective June 19,** Air France begins daily, non-stop service from Boston's Logan Airport to Paris' Charles de Gaulle Airport.

**United and American** are developing an electronic ticket that can be used on both airlines. It will be the first ticket that will "interline."

**The government of Australia** is now issuing Electronic Travel Authorizations in lieu of visas for U.S. and Canadian citizens entering Australia on a major airline. You may obtain an Electronic Transfer Authorization in advance of your departure through IDG Travel or you may request it from the airline carrier upon departure.

## Reminder

IDG signed a negotiated contract making United Airlines our preferred primary carrier effective May 1st.

American and Delta continue to be our secondary preferred carriers for all markets that are not serviced by United.

IDG Corporate Travel Manager **Lyndsey Pomella** contributes this column each month. She may be reached by telephone at 508-820-8688 or by e-mail at: lyndsey_pomella@idg.com.

## IDG COLLEAGUES ADD TO FUNDRA ISING EFFORT FOR CALIFORNIA AIDS RIDE

About 40 San Francisco-based IDG employees came to PCW Online Manager Mark Green's fund-raising event last month for the California AIDS Ride 5. To date, Green has raised $2,220 from IDGers, most of which will be matched by IDG. "People were great. Thanks to everyone for all their wonderful support and incredible generosity," Green said. Overall, Green has raised more than $6,000.

Participants in the 565-mile California AIDS Ride, which will take place May 31 through June 6, are required to raise a minimum of $2,500 in pledges. Anyone still interested in making a pledge may contact Green at 415-875-2680 or e-mail: mark_green@pcworld.com.

## EXCELLENCE AWARDS

*continued from page 1*

WILLIAMS

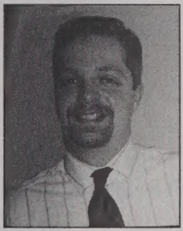
Strategic Accounts took on an entirely new role within Strategic Accounts in early October — all new clients, a very different and difficult account base, and a tremendous renewal number to get through for T1. She lived on airplanes for several months, met everyone, learned the products and analysts, brought through some huge upgraded renewals and achieved her Trimester 1 (October to January) number before the end of December.

### OPERATIONS AND ADMINISTRATION

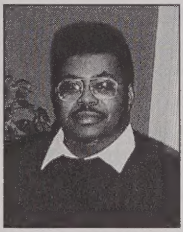
*Customer Service*

**Sean Preston** (manager, Consulting Operations); **Calvin Wade** and **Bruce Davidson** (senior consulting production specialists); and **John McLaughlin** (consulting production specialist, PS&T) garnered one of the largest collections of nominations in the history of the Excellence Awards.

Sean and his team have consistently provided superior production support for reports, White Papers, and presentations always under a tight deadline. They have built a reputation for responsiveness and a willingness to step up to the challenges of meeting "impossible" customer requests for White Paper delivery and working with analysts, sales, and marketing communities. Sean and his team's commitment to excellence is clear, and they can always be counted on.

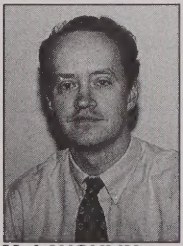


PRESTON



WADE

DAVIDSON



McLAUGHLIN

*Customer Service*

**Felix Gonsalves,** office services coordinator for IDC/LINK's New York office has provided superior service to his group. He has performed with enthusiasm and excellence during a very difficult time and major office move. Putting in extra efforts on weekends and evenings to handle the millions of details, Felix made it all work. Aside from handling the extraordinary situation of the move, Felix is always a ready and willing office assistant. He always has or can get supplies or resources needed to deliver our products on time. His attitude is one of can-do rather than uncertainty and hesitation. He is a star employee, a true team player with a terrific sense of humor, insurmountable patience, and a strong work ethic.

* * *

LAPORTE

A new IDC award, the Star Card Program, offers co-workers a way to immediately recognize the work of their peers. Star Cards are given to each employee at the start of the fiscal year, and the employees can present the cards to co-workers for outstanding teamwork. A copy of the award sheet is given to IDC Human Resources, and the HR staff tallies the slips and gives quarterly and annual monetary awards to the IDC employee with the most Star Cards. Employees are not limited to distributing just one card a year; they can ask Human Resources for more cards as needed.

**Kathy LaPorte** (staff accountant, Finance), earned the Star Card Award for the second quarter.

* * *

A separate IDC sales award was given to the person with the highest total achievement against Q1 plan.

***Sales Achiever of the Quarter***

**Susan Davis** (senior account executive, Strategic Accounts) reached 122% of her first-quarter plan

For more information on the IDC awards program, contact Amy Shluger at ashluger@idc.com

## WORKING WORLD

*continued from page 1*

porate Services and spent a lot of time with their parents. At the end of the day, after they'd done their survey, their results were tabulated, and they got their reward in the form of an ice cream party."

At *InfoWorld* seven children from a variety of departments spent the day at the publication's San Mateo, Calif., office. "We had a breakfast welcome for them and the marketing department gave them some *InfoWorld* gift bags and created little business-card badges. They thought that was cool," said **Barbara Hanna**, *IW*'s human resources administrator.

"They loved the Test Center where they learned how to use their thumbprint as an I.D. access to a computer," Hanna continued. "In the art department we took pictures of all the kids on a digital camera. They downloaded the pictures and were able to put funny features on their faces."

Take Our Daughters to Work Day was launched six years ago by the Ms. Foundation for Women to expose girls to successful working women and explore various career options.

• FOR SALE • FOR RENT • BIRTHS • MARRIAGES • PEN PALS • HOUSE EXCHANGES • FOR SALE • FOR RENT •

HOUSE EXCHANGES

# IDG WORLD UPDATE's MARKETPLACE

BIRTHS

• PEN PALS • MARRIAGES • BIRTHS • FOR RENT • FOR SALE • HOUSE EXCHANGES • PEN PALS • MARRIAGES •

**FOR RENT**

- Quintessential Maine coast vacation home. Charming, comfortably furnished home on the ocean about a half-hour north of Kennebunkport. Wonderful, panoramic views from most rooms, mile-long sandy beach close by. First floor has living room with fireplace, large glassed/screen porch, kitchen, dining room, and bath. Second floor has master bedroom with drop-dead ocean views and deck, plus two more bedrooms and bath. Limited to six people. Weekly rentals at off-season rates available starting August 29.

- Contact Melville Realty at 207-284-5350 or e-mail
Cathy Baskin at cathy_baskin@pcworld.com

**FOR SALE**

- **AKC Yorkshire Terrier puppies**. Will be approximately three to five pounds when full grown. Ready to go to a good home on June 5th.

- Madeleine Spencer, IDC, 508-935-4390
mspencer@idcresearch.com

- **1994 Ford Ranger XLT**. Standard transmission, 28,000 miles, cassette player, in excellent condition. Asking $7,500.

- Karen Beasley, CW 508-271-7110
karen_beasley@cw.com

- **1995 VW Golf GL**. Red five-speed, 45,000 miles, power moonroof, great condition, includes Thule ski rack. Must sell to buy new VW Bug! Asking $10,000.

- Julie Lynch, 508-935-4041
julie_lynch@idg.com

- **1990 Acura Integra RS**. Great car, two-door hatchback, five-speed, white with AM/FM cassette deck, air-conditioning. Only had one-owner. Asking $3,600 or best offer.

- Cindy Borovick, IDC, 508-935-4255
lborovick@idcresearch.com

**BIRTHS**

- **Frank Quinn** (ComputerScope, Ltd., Dublin, Ireland) and his wife Laura welcomed the arrival of daughter Claire on April 23. Claire joins her siblings Hazel, Sarah and Stephen.

- **Andy Cummings** (IDG Books) and his wife, Meredith, welcomed their second son into the world on April 24. Joseph Robert Cummings weighed in at 7 lbs. 1 ounce and was 20 1/2 inches long.

***Send your ads in by June 17 in order for them to appear in the June 22 issue.***

Please include the following in the next edition of Marketplace:

(Circle one) For sale, for rent, wanted to buy, marriage or birth announcement, pen pal, house exchange

Your name: ______

Business unit: ______ Tel: ______

Send information to be posted in the online Marketplce to *IDG World Update* at fax: 617-423-0712 or via e-mail at world_update@ idg.com

# *PC World*: All Digital, All the Time

The digital age is helping IDG produce more timely, better-looking print magazines. With its May 1998 issue *PC World* became IDG's first 100% computer-to-plate (CTP) magazine.

Prior to CTP, a page was traditionally created in Quark Xpress or another page layout program, output to film and the film exposed to a printing plate. In CTP, the film step is eliminated, and the plate is imaged digitally from the electronic files using a laser light.

We began the CTP process two years ago, converting the editorial and Market Place section to a computer-to-film workflow," said **Linda Manes Goodwin**, *PCW* vice president of manufacturing, "We started accepting digital ads in October 1997 when we printed our first CTP form. Just six months later we were receiving so many digital ads that we decided to print the entire 304-page May issue CTP."

### Well worth the effort

According to Manes Goodwin, *PCW* is currently breaking even on going completely to CTP. "We saved about 60% on editorial prep costs by bringing it in house; we used to have a service bureau output the films and proofs, but now we create the final digital file and proof instead of the service bureau.

"This move also gained us a week of editorial lead time and allows us to cover later breaking stories. However, it does cost us more now to produce an ad page. While the advertisers used to pay a prep house to output their film, we, the publisher, are now responsible for imaging the ad. But with the gains in quality and efficiency it's been well worth the effort, and as we move forward, we expect the cost to produce an advertising page to go down."

**Luis Camus**, *PC World* managing editor, said, "The extra week we gained in the editorial schedule has allowed us to cover stories that we would never have otherwise been able to cover. A classic example is the April 1998 issue. We were about to transmit the News section, the latest breaking part of the book, and got two simultaneous reports in the daily press about increasing online fees and a proposed merger. We were able to cover these stories, in a limited fashion, granted, but we normally wouldn't have been able to at all."

IDG WORLD UPDATE

**PC WORLD'S PRODUCTION TEAM.** *Front row (l-r): **Nancy Jonathans**, digital advertising production manager; **Nadia Maudsley**, production director. Back row (l-r): **Jennifer Darnell**; production manager; **Lisse Hooker**, ad traffic coordinator; **Linda Manes Goodwin**, vice president of manufacturing.*

Camus also said the magazine can now run test results for products later in the production cycle and compete with other news sources.

Manes Goodwin said it was a challenge for her and her staff of four to balance two completely different workflows, the conventional and the digital. However, she said, "We didn't want to go all-digital too early on because ad materials received as film had to be copy-dot scanned, which means reproducing every dot digitally. Because this takes more time, costs more money, and you don't get the quality improvements, we wanted to limit the number of ads we processed this way. Everyone in production is relieved that we're 100% digital now."

The May issue of *PCW* had 180 run-of-book ad pages; 103.5 of those were digital and the rest were either pick-ups or film that had to be scanned. "Each month we are receiving more and more ads as files rather than film," Manes Goodwin said. "For the June issue 124 ad pages were digital. Although it represents 60% of our [run-of-book] ads, in actual pages it's larger than some publications, ad and edit, that have converted to CTP."

"The No. 1 advantage for printing computer-to-plate is quality — you get a sharper dot, which means the color is cleaner; a better register, meaning the four colors are in tighter; and a faster press make-ready, which means the color comes up faster on the press and reduces our costs."

Manes Goodwin said that getting digital ads from advertisers was not as big a problem as she'd expected. "For the most part the advertisers and the agencies have been cooperative and a pleasure to work with. As I try to convert the last holdouts, I'll face some problems, but most of our largest advertisers — Dell, Microsoft, NEC, Iomega, Acer — signed on right away.

"I was always told you could only get two of the three, saving time, saving money, or quality. With CTP we've realized all three."

## MACWORLD, PUBLISH ALSO CONVERTING TO CTP

**_Macworld_ and _Publish_ are two other IDG publications well on their way to a total reliance on Computer-to-Plate production. Last September, _Macworld_ was able to transmit redesigned pages to its printer the day before the October issue was due to be printed to allow the publication to include coverage of important announcements made by Steven Jobs at Macworld Expo (IDG World Update, Sept. 22, 1997).**

**_Publish_ magazine's Director of Manufacturing Jayne Boyer said that 20% of their July 1998 issue would be CTP. "Our goal is to be completely CTP by the November issue of this year." She noted that they have been accepting advertisements in a digital format for more than a year.**

## NOTEWORTHY

### PROMOTIONS

**James Walker** moves up the corporate ladder at *Digit* and *Macworld U.K.* from art assistant to deputy art director. He will work in design and illustration for the two magazines, commissioning artwork and directing photo shoots. He studied graphic design at Loughborough College of Art and Design and has a B.A. in graphic design from University College, Salford. In his spare time he plays drums in a band, draws and paints, and enjoys creative cooking (and eating).

*Macworld U.K.* Technical Editor **David Fanning** is now the magazine's features editor. He also runs the magazine's Test Department where he benchmarks hardware, writes most of the features and is responsible for the ones he doesn't write.

Previously a production administrator, **Gillian Robertson** is now managing editor, online, of *Digit* and *Macworld U.K.* She has attended Cumbria College of Art and Design; the University of Wales; Newport School of Art, from which she holds a B.A. in interactive arts; and the University of Surrey, where she added an M.A. in dance studies.

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**Patrick Gorman**, formerly marketing specialist with IDC's Systems and Software Group, has been promoted and transferred to group marketing manager for IDC's Desktop/New Media Group. "Patrick will be the sole cook and bottlewasher for group marketing efforts for over 20 P&Ls and more products, including Link New Media programs, Personal Systems programs, Peripherals programs, Quarterly Trackers, and Collaborative Technologies programs," said **John Gantz**, IDC senior vice president. "He will also be responsible for running the sixth annual PC Outlook and first annual Systems Outlook conferences this fall, our annual Comdex briefings, and any other events we can think up. Patrick's experience running events for the Storage group gives him the background he needs to work in our unstructured environment. His good nature will help him deal with a diverse, demanding and sometimes eccentric user group."

IDC Research Manager **Gerry Murray** had been promoted to program director. "Since the beginning of the fiscal year Gerry has effectively managed the transition of the old Image and Workflow service and the Document Management segment of Collaborative and Intranet Computing into a renewed Document, Image and Workflow service," said Program Director **Ian Campbell**. "With a clear focus and an emphasis on the growing Knowledge Management market, the service continues to add clients and consulting at a steady rate. Gerry will be responsible for the management of the Document, Image and Workflow service which will continue as part of the Collaborative Technologies space (which also includes Collaborative and Intranet Computing, an ROI consulting practice and a European Collaborative Technologies expertise area)."

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IDG News Service New York Bureau Chief **Marc Ferranti** has been promoted to news editor and will assume primary responsibility for coordinating the service's daily newsgathering. "In his new capacity, Marc will work closely with the managing editor and the regional desk editors to plan, coordinate and focus our efforts on a daily basis," said **Rob Garretson**, International Publishing Service's vice president/editorial. "Marc [has] seasoned news judgment and relaxed, collegial management style. [He] has already, in fact, established a second East Coast U.S. news desk since he returned from Paris to set up the New York bureau."

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*NetworkWorld* Designer **Paul Lee** has been promoted to assistant art director. "In the time he has been here, Paul has become an invaluable part of our creative team as someone who is always looking for new ways of approaching design," said *NW* Design Director **Rob Stave**. "His strong design talent, attention to detail and organizational skill has been evident in the Power Issue and weekly infographics. Also, Paul is a technology wizard and has set up a browser for our image archive, kept us upgraded with the latest software, expanded our stock image library and standardized our templates, among other things. In his new role, Paul will be responsible for weekly photography quality, the design of page one, weekly quality of infographics and the design of the Power Issue."

### NEW EMPLOYEES

IDG WORLD UPDATE

JORDAN

**Jane Jordan** comes to IDG's Accounting department from Nauset Engineering and Equipment, where she was a customer sales representative. She studied business administration at Middlesex Community College in Bedford, Mass., and enjoys teaching Sunday school.

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News Editor **Michael Burns** comes to *Macworld U.K.* from *MacUser* where he was reviews editor. He holds B.S. in information technology, writing and publishing and considers himself a master of the social arts.

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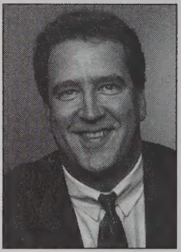

IDG WORLD UPDATE

BRAMBERT

**Dave Brambert** comes on board at *Solutions Integrator* as executive editor covering networking. He was formerly editor-in-chief of *Network VAR*. A graduate of Loyola University in Chicago, where he studied communications and journalism, Dave spends his out-of-the-office time flying small aircraft, playing jazz piano, coaching soccer, parenting three children under age six and sleeping occasionally.

Most recently at *VarBusiness*, where he was West Coast bureau chief, **Ian Jacobs** joins *SI* as a senior editor covering software and applications. He has an M.A. in journalism from Stanford University and in his spare time is a disk jockey at a San Francisco nightclub.

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**Gary Suen** joins *Computerworld*'s Burlingame, Calif., marketing department as art director. He was previously with *MacWeek* where he handled promotion art direction and publication design. His portfolio is full of print and online work

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**EIGHTEEN YEARS**
Sumiko Ozawa - IDC Japan

**FIFTEEN YEARS**
Dorothy Adams - IDG Australia

**THIRTEEN YEARS**
Frank Gens - IDC

**ELEVEN YEARS**
Stephen Lennox - IDG Australia
Mary Musgrave - IDC

**TEN YEARS**
Vicki Peilen - PC World

**NINE YEARS**
Matthew Toolan - IDC

**EIGHT YEARS**
Gigi Wang - IDC
Sergio Rizzi - IDG Italy
Adele Lee - Computerworld

**SEVEN YEARS**
Trace Weatherford - IDC
Mary Harvey - IDC U.K.
Jay Bretzmann - IDC

**SIX YEARS**
Jean Dellarobba - Computerworld

**FIVE YEARS**
Steve Martin - InfoWorld
Brian Fuce - CIO
Erin Wayman - PC World

**FOUR YEARS**
Tom Young - InfoWorld
Kathleen Sturtevant - IDG
Jim Sullivan - IPS
Yana Kouznetsova - IDG New Zealand
Elisabeth Rainge - IDC
Santiago Cruz Pérez - IDG Spain

**THREE YEARS**
Mike Goldberg - Computerworld
Kristin Follin - FCW Gov't. Tech. Group
Howard Baldwin - CIO
Zeynep Inci - IDG Turkey
Richard Miller - IDC
Robert Gagnon - IDC
Megan Boese - IDG Books
Tina Carter - IDG Books

**TWO YEARS**
Laura Ajello - Web Publishing
Kathleen Ohlson - IDG News Service
Jill Steinberg - Web Publishing
Chris Hollard - IDG New Zealand
Karen Ward - IDG New Zealand
Paul Smithson - PC Advisor (U.K.)
Karl Balshaw - IDC U.K.
Mark Young - IDG Australia
Sharon Eames - IDG Books
Hitoe Wada - IMS Japan

**ONE YEAR**
Peter Smith - Computerworld
Emily Fitzloff - InfoWorld
Mehmet Altuntas - IDG Turkey
Hakan Yildinm - IDG Turkey
Callie Pottorf - IDC/LINK
Matthew Bennett - Macworld U.K.
Ian Ferguson - IDG Australia
Aimee Hottinger - IDG Central Svcs.

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*continued from previous page*

he has done for Apple, Hewlett-Packard, I/Pro, Toshiba America and the Van Winkle Design Group. Among his publishing clients are *California Business* magazine, *Computer Life*, *Fortune*, *NeXTWorld*, *Personal Computing*, *Windows* magazine and Ziff-Davis Press. A San Francisco native and avid cyclist, he began his career as a civil/structural engineer at Bechtel.

BRAZELL

IDG WORLD UPDATE

**Bill Brazell** joins *The Industry Standard* as a copy editor, coming from *LAN Times* magazine where he held a similar position. He earned a B.A. in English literature from Harvard College and a master's in journalism from the University of California/Berkeley. He is coauthor of the recently published *He Meant, She Meant: The Definitive Male-Female Dictionary*.

### WORLDWIDE NOTEWORTHIES WANTED

*All business units are welcome to send information and photos for the Noteworthy section to: world_update@idg.com.*

### PC-X

*continued from page 1*

scribers, and other people can buy a member card for US$10 per year. Member privileges include being able to reserve computers in advance, free admission to *PC-X* special events and being eligible for various gift drawings. Everyone, members and walk-ins alike, pays US$1.50 per hour to use the computers. In addition to games, IDG Hungary is planning to offer Internet access in the near future.

Two IDG employees — one from *PC-X* and another from IDG Hungary's circulation department — help answer the players' questions, collect fees, and sell the various IDG Hungary products on display—publications, CD-ROMs and books. The club is open for games Tuesday through Friday from 2 p.m. to 8 p.m. and Saturday from 10 a.m. to 8 p.m.

Customers, who are typically boys aged 11 to 18, are quite satisfied with the facility. The price of PCs is steep in Hungary, and few families have one for home use. The staff has received a lot of feedback typical of the target audience's sense of humor ("Sure, we like it here because it's warm inside... because the Coke is cold...because the spray paintings on the wall are beautiful"). But the more serious evaluations have been frequent and heartening, among them: "It is good to come here because the club always has the latest and best games," "I can always find partners to play with," "The computers are very well-equipped" and "Everyone is always in a good mood."

Even more heartening is that IDG Hungary is reaping about US$1,500 per month from the facility (more during months with holidays, as no school means more time for the PC-X Club).

Let the games begin!

## CELEBRATING 10+

# Anne Foley

**IDG CHAIRMAN PAT McGOVERN ESCORTS MACWORLD'S** ***Anne Foley*** *to dinner in celebration of her more than 10 years of service to the company.*

**HOME:** Oakland, Calif.

**JOINED IDG:** March 17 (St. Patrick's Day), 1987

**CURRENT TITLE:** VP of Production, Mac Publishing, L.L.C. Responsible for *Macworld* and *Macweek*, and also a production management consultant on *The Industry Standard.*

**WHEN YOU STARTED, DID YOU THINK YOU'D BE HERE FOR 10 YEARS?** It's actually over 11 years now, and I didn't expect to stay that long. But time passes quickly. The technological changes and the competition keep things interesting. And IDG is a good company to work for with great benefits. Before you know it, you are waiting to be vested, then you have your 10-year anniversary dinner and suddenly the 20-year anniversary perk of a ticket to "anywhere in the world" doesn't seem so far away.

**MOST CHALLENGING PART OF YOUR JOB:** Incorporating the latest communication, prepress and print technology into the magazine production process, in order for the magazines to be more competitive and timely.

**BEST PART OF YOUR JOB:** Working with my production staff who are experts at using this technology to achieve the above-mentioned goals: **Clay Haberman**, **Cynthia Neustadt**, **Steve Spingola**, **David McAferty**, **Brian Mullin** and **Mark Oliver**.

**INTERESTS OUTSIDE THE OFFICE:** Flying — I have a private pilot's license; volunteer teaching of aviation and technology to kids; swimming.

**FANTASY JOB:** Professional jet-ski racer.

**ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WAS ON FIRE:** Photographs of old San Francisco — the World's Fair, Noe Valley when it was farmland, etc. that my husband's family has photographed and held onto through the years.

**DREAM DESTINATION:** Safari in Africa. I'm going to do this after my 20-year anniversary with IDG!

**MANAGER'S PROFILE:** "Anne is a total professional. Her leadership skills have created one of the best magazine production teams in the computer publishing industry. A tough negotiator, Anne has saved the organization huge sums of money while pushing suppliers to keep up with our technical needs. It's a privilege to have her on the team."

— ***Colin Crawford****, president/CEO, MacPublishing, L.L.C.*

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 75 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 21 May 25, 1998

IDG BOOKS CELEBRATES EIGHTH ANNIVERSARY, 50 MILLION DUMMIES BOOKS IN PRINT
PAGE 2

ONLINE: IDC PRESIDENT KIRK CAMPBELL IS THIS WEEK'S COLUMNIST
PAGE 3

COMPUTER SWEDEN ADOPTS THREE-TIMES-A-WEEK PUBLISHING SCHEDULE
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

# *Computerworld Ecuador* Joins Market Leader *PCW Ecuador*

COMPUTERWORLD
ECUADOR
El periódico de los profesionales de las tecnologías de la información

Microsoft apura a América Latina a cruzar la frontera digital

Bill Gates, John Chambers, Eckhard Pfeiffer y Lewis Platt advirtieron a los asistentes a la Conferencia de Soluciones Empresariales'98 que las compañías que no invierten en Tecnología de la Información (TI) corren el riesgo de perjudicarse seriamente en los próximos años.

NOTICIAS
IBM, reorganiza la venta de sus servidores.
La Copa del Mundo en Internet 4
Mercado de las PCs en América Latina perdió velociad en 1997 6
Adobe inicia venta de Page Mill 7
En Ecuador: Compaq quiere 48 millones de dólares en ventas 8
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Sitios para visitar 16
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Navegadores
Duelo de titanes

Microsoft y Netscape, junto con sus firmas colaboradoras y usuarios respectivos, han formado campos opuestos. Aunque los usuarios desean que las tecnologías Internet de Netscape y Microsoft funcionen interactivamente, tanto Microsoft como Netscape han dejado las cosas claras: los clientes deben elegir uno de los dos bandos.

Atrape la solución IBM
IBM compra sus PC's usados de cualquier marca y le entrega nuevos, al interés más bajo del mercado.
IBM Directo
(02) 565-090
SOLUCIONES PARA TODO TIPO DE EMPRESAS

**COMPUTERWORLD ECUADOR IS** *being positioned as the 'must read' newspaper for managers with IT buying authority.*

IT managers in Ecuador got their first look at a local edition of *Computerworld* last month as the launch issue rolled off the presses April 22. The 24-page bi-weekly is being published by IDG's Ecuadoran licensing partner Ediworld, Cia., Ltda., which also produces *PC World Ecuador.*

• CONTINUED PAGE 2 •

# Vietnam Computerworld Expo '98 Attracts Top Visitors

LỄ KHAI MẠC
OPENING CEREMONY
22 Tháng 4/April 1998
TRUNG TÂM HỘI CHỢ TRIỂN LÃM QUỐC TẾ TP HỒ CHÍ MINH
HO CHI MINH CITY INTERNATIONAL EXHIBITION AND CONVENTION CENTER
VIETNAM
HCM'98

**GARY FUNG, VICE PRESIDENT OF IDG WORLD EXPO (ASIA) LTD. (LEFT), STANDS** *with various high-ranking Vietnamese officials at the opening ceremony for Vietnam Computerworld Expo '98.*

More than 80,000 visitors packed the halls of the Ho Chi Minh City International Exhibition and Convention Center last month for the Vietnam Computerworld Expo '98/Vietnam IT Forum HCM, reinforcing its reputation as the premier IT event of the country.

And the expo is set to become even bigger in the years ahead, as all signs point to strong growth in Vietnam's IT industry as well as the domestic IT market.

"What was particularly significant at this event was the quality of the visitors," said **Rosalyn Chua**, director of expo organizer IDG World Expo (Asia) Ltd. "Visitors included industry leaders, chief information officers and IT managers whose decisions have a key impact on IT trends both within corporations and in the country as a whole."

Among the visitors to the event was Chu Hao, vice minister of the Ministry of Science, Technology and Environment and deputy of the Steering Committee for the National Program on IT, who delivered a speech at the opening ceremony in which he urged the Vietnamese gov-

• CONTINUED PAGE 5 •

## IN BRIEF

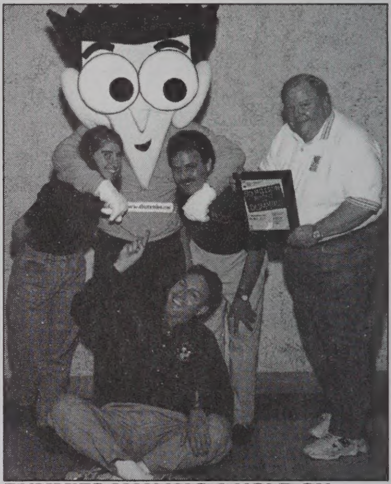
# IDG Books Celebrates Eight Years, 50 Million Dummies Books

IDG Books turned eight last month and celebrated the event with anniversary parties in both Foster City, Calif., and Indianapolis. Among the invited guests joining staff members for an afternoon of food, fun and games at the Indianapolis event, were representatives from Banta Book Group, the company that printed IDG Books' 50 millionth Dummies title.

To put that in perspective, with 50 million books in print, IDG Books could fill the Boston Public Library almost seven times over with Dummies title and if every Dummies book in print were laid end-to-end, they would form a chain that reaches from Boston to Tokyo.

Proof That Being a Dummy Can Make You Smarter Than Ever
Never Underestimate the Power of "Dummies"
The Series That Actually Makes Us Glad to be a Dummy
How Most of Us Make More Sense of it All

**STANDING LEFT TO RIGHT: DAVE SCHANKIE, BANTA;** *Dummies Man; Bob Engle, Banta. Front row, l-r:* ***Mary Bednarek****, acquisitions director, Dummies Tech; Mike Roeck, Banta;* ***John Kilcullen****, CEO, IDG Books;* ***Steve Berkowitz****, president, IDG Books, Jacquie Black Shear, Banta. The placards were presented to IDG Books by Banta at the party.*



**DUMMIES MAN HAS A HOLD ON** *Executive VP, Group Publisher* ***Brenda McLaughlin*** *and President* ***Steve Berkowitz*** *while CEO* ***John Kilcullen*** *(sitting) and VP* ***John Ball*** *look on.*

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**CW ECUADOR**

*continued from page 1*

With *PCW Ecuador* enjoying a commanding position as that market's leading IT publication, Ediworld is positioning *CWE* as the "must read" newspaper for managers with IT buying authority according to **Rafael Roldan**, president of Ediworld. He expects the strength of the *Computerworld/InfoWorld* brand to deter would-be competitors from entering the IT news niche in Ecuador.

The initial print run of 6,000 is being distributed via controlled circulation (5,000) and newsstand 1,000), but Roldan said the controlled subscriptions will be converted to paid over time. This same model was used with *PC World Ecuador* with great success. The current *PCW Ecuador* print run is 10,000 with 3,000 distributed via newsstands and 7,000 subscriptions, of which 5,700 are paid.

Close to 200 enthusiastic guests representing a virtual 'Who's Who' of major IT companies in Ecuador attended a gala launch celebration held on the evening of April 22, according to **Tim Clarke**, vice president of licensing for IDG International Publishing Services, who was among the attendees. "One indication of their affinity for Rafael, Ediworld and its team," noted Clarke, "some 40 guests remained past 10:30 p.m., a time by which guests at other events would have long since departed."

With the launch of *Computerworld Ecuador*, IDG now has nine *CW/IW* titles in the region inlcuding: Mexico, Costa Rica (covering all of Central America), Venezuela, Colombia, Ecuador, Peru, Chile, Argentina and Brazil.

# *PC World* to Launch Quarterly CD-ROM Program

PC World has chosen Oakland, CA-based CD-ROM developer Digital Concepts <http://www.dconcepts.com> to develop and manage its new quarterly newsstand and subscription CD-ROM program. Beginning with the September 1998 issue of *PC World*, Digital Concepts will develop a CD-ROM to be included with the nearly 300,000 U.S. newsstand copies of the publication on a quarterly basis. The CD-ROM is designed to provide software developers with a cost-effective means of merchandising and delivering their software directly to the *PC World* reader's desktop.

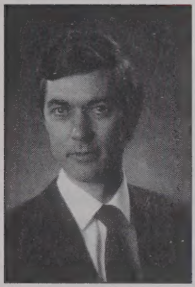
The CD will have several categories in each issue: Internet Tools, Enterprise Solutions, Utilities, Productivity, PC World Online content, Shareware and Games.

"Digital Concept's experience and proven track record during the past year ensures that our readers and sponsors will receive a quality CD-ROM every quarter," said **Cheryl Stephenson**, *PC World* newsstand director.

## PCW ECUADOR RECEIVES HIGH HONOR

**During the launch celebration for *Computerworld Ecuador*, *PC World Ecuador* received an award from the Ecuador Graphic Industrialists Federation honoring the monthly as the best printed magazine in Ecuador.**

## ON LINE



**KIRK CAMPBELL**

*IDC's president and CEO is this week's columnist. Part 1 of his column appeared on May 18.*

### IDC AT-A-GLANCE

- **U.S. employees = 375**
- **International employees = 250**
- **Client companies worldwide = 3,900**
- **IDC conferences and seminars worldwide in 1997 = 105**
- **Research documents published worldwide in 1997 = 2,410**
- **Research pages published worldwide in 1997 = 50,600**
- **Average number of monthly visitors to IDC's public Web site, http://www.IDC.com = 114,000, up 111% in the past year**
- **Registered companies accessing IDC's research site, IDCNet at <http:/www.itresearch.com> = 1,200 up from 240 a year ago**
- **Registered individual customers accessing IDCNet = 9,600 up from 400 a year ago**

**Q What percentage of IDC's customers receive research electronically? Does anyone still receive and use hard copy reports?**

A Approximately 85% of IDC's Continuous Information Service (CIS) customers are receiving research via one of IDC's three primary electronic delivery methods: the Internet, Lotus Notes or CD-ROM. Surprisingly enough, about 98% of IDC's CIS customers still request and receive research in the traditional hard copy format. The vast majority of IDC clients choose to receive hard copy plus one of our electronic delivery methods. Customers like to have those IDC binders in their offices and corporate libraries!

**Why did IDC create a centralized inquiry group to answer questions, and what effect has this had on customers?**

The new centralized inquiry group called "IDCInquire" is one of our 1998 initiatives resulting from IDC's Vision 2000 strategic planning process. The mission of IDCInquire is two-fold: 1) to provide an additional client inquiry resource for IDC's customers and 2) to provide IDC research analysts with increased time to focus on writing research.

Most of our competitors already have centralized inquiry groups, but their customers are generally discouraged from calling analysts directly. IDC is taking a different approach because we wish to maintain the strong links between IDC analysts and customers. We are offering customers a choice — they can continue to call their favorite research analyst directly or they can call the assigned centralized inquiry group analyst. We believe this choice offers customers the best of both worlds and will result in superior customer service while maintaining the strong relationships between our clients and research analysts.

While IDCInquire is still in its development phase (we have hired six inquiry analysts out of eight planned for this year), customer feedback so far has been overwhelmingly positive. The inquiry analyst team members have been commended specifically for their responsiveness, market knowledge and for their customer service orientation.

**From the viewpoint of a prospective employee, what attributes do you feel make IDC an attractive place to work?**

Some of the key attributes that describe IDC include the following: "customer-driven," "entrepreneurial," "high profile," "analytical" and "global." IDC attempts to foster a customer-driven, entrepreneurial environment in which employees are continually challenged and expand their career experience. We attract employees who enjoy analytical work in high-profile positions within a dynamic industry.

IDC as a company is constantly renewing itself. We are regularly repositioning existing products and launching new products to meet changing customer needs. Our customer base is expanding in all directions. Our revenues and profits are growing rapidly, and we annually reinvest in business expansion, which provides excellent opportunities for career growth. The worldwide nature of IDC's business also means that IDC employees work within a global environment. Many employees are able to develop experience and learn how to be successful in many cultures beyond that of their native country.

All in all, a position at IDC requires a great deal of hard work and dealing with pressure but the rewards usually are ongoing personal and professional growth with many new opportunities that employees can take advantage of. Of course, my first recommendation for any prospective new employee would be for the individual to talk with current IDC employees about the work environment and their career experiences. They are the experts!

**What are IDC's strategic initiatives for FY 1999?**

We identified earlier this year key areas where IDC needs to make substantial progress in FY99 and beyond. Some of these areas are new and others are updated initiatives from last year. The 12 areas listed below are IDC's priority initiatives for FY99. We are currently finalizing an action plan for each one.

1) Research architecture
2) Data
3) Consulting
4) User business
5) Packaging, pricing and renewal rates
6) Worldwide conference business
7) Global product lines
8) IS/infrastructure
9) Global human resources
10) Business planning process
11) Worldwide financial system
12) Worldwide Web site strategy

# *Computer Sweden* Adopts Three-Times-a-Week Schedule

## Publication also first trade book in Sweden to switch to early-morning hand delivery

THE STAFF OF THE NOW-TRI-WEEKLY COMPUTER SWEDEN POSES FOR A PHOTO IN A *rare moment of inactivity.*

Swedish IT professionals can't seem to get enough of a good thing: *Computer Sweden*, which two years ago bumped up its publishing schedule to twice a week, recently began appearing three times a week — and early enough for readers to enjoy with their breakfast.

According to Editor-in-Chief **Lars Dahmen**, several factors drove the decision to increase to a Monday-Wednesday-Friday frequency during the busiest months of the year (in summer, the publication reverts to a weekly schedule).

- Readers' need for faster access to news.
- Increasing tendency of advertisers to run ad "campaigns" of many related ads in a short span of time.
- A very strong and growing market for recruitment ads.
- Reader complaints that the two weekly issues were growing too large.

Each of the three weekly issues contains all three of the basic ingredients of *Computer Sweden*: general news (trends in the market, new laws, problems and concerns for IT professionals), technical news (new products) and news about the IT business.

But there is a significant difference between the three issues, Dahmen noted. The Monday and Wednesday issues are shorter — approximately 24 to 36 pages — and focus almost exclusively on news, while Friday's issue runs between 68 and 100 pages and includes more features, columns and product reviews.

### Delivered with morning papers

In addition to getting more news to readers more frequently, *Computer Sweden* is now also more timely. The publication is the first trade publication in Sweden to switch from mail distribution to early-morning hand delivery — using the same nationwide company that distributes the country's morning newspapers. "From now on, our readers will get *Computer Sweden* in time to read along with their first cup of coffee — before they get to work and before the phones start ringing and our competitors' publications arrive on their desks," Dahmen said.

Advertiser reaction to the boosted frequency has been "very good indeed," Dahmen said, adding that there was more hesitation two years ago when the publication first moved to a twice a week frequency.

"The reaction among advertisers to *Computer Sweden* increasing its frequency *and* at the same time making it a morning paper was very positive," concurred **Christer Björkin**, sales and marketing director at *Computer Sweden*.

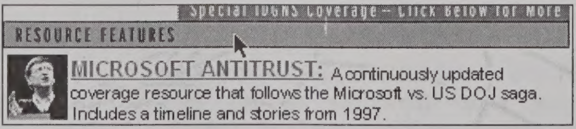
"During the first two months (March and April) we have increased the number of advertising pages by 45% and the ad revenues by even a higher figure. This in a time when the market for IT display advertising in Sweden has been flat. During the same period we also have increased our recruitment advertising by 36%," he said.

"Further we feel that we now hold a much stronger position as a larger portion of the advertising campaigns tend to be shorter and more intense than before," Björkin added.

"Two years ago the only alternative open to the advertisers running an intensive campaign was the daily business press. Now we can offer a very competitive alternative." 🖳

## NEWS YOU CAN USE

Where can writers and editors go to find *all* the material available from the IDG News Service on the Microsoft antitrust battle? All the stories from IDGNS correspondents and IDG publications plus artwork and links to other information from Microsoft and the U.S. Justice Department are just a click away on the IDG News Services' latest Coverage Resource Page <http://www.idgns.com>.



Special IDGNS Coverage -- Click Below for More

RESOURCE FEATURES

MICROSOFT ANTITRUST: A continuously updated coverage resource that follows the Microsoft vs. US DOJ saga. Includes a timeline and stories from 1997.

The Microsoft Coverage Resource Page is updated continuously as new stories break and contains links to stories going back to October 1997 for background.

News Service editors create Coverage Resource Pages periodically for breaking global stories such as Computer Associates bid to acquire Computer Sciences Corp. 🖳

# *Job Opportunities - May 25, 1998*

**Regional Ad Director (Web Shopper)**
The Regional Ad Director will be responsible for establishing relationships with, strategic selling to and developing long-term business partnerships with key clients. He/she will be expected to quickly master the business' sales approach with sales strategy, become familiar with online technology, understand audience measurement techniques, interpret research, capitalize on the advantages of online vs. print, and know how to successfully differentiate and sell competitively in predominantly consumer markets. As the business is in launch, there will be little administrative support and heavy travel and client loads will be the norm. Successful candidates should have proven sales expertise, excellent communication and organizational skills, and the discipline to work independently and stay motivated with minimal supervision. A background in marketing and research, and a track record of successfully selling into retail and consumer (in addition to technology markets) is recommended. Previous online space experience a plus.
*Location: San Francisco, CA*
Contact: B. Giller, Fax: 415-975-2664, Phone: 415-267-4512, Email: bill_giller@webshopper.com

**Receptionist (IDG)**
IDG's Regional Sales Office in Atlanta is looking for a full-time Receptionist. In this position, you will greet visitors, clients and vendors, answer a busy switchboard, and assist business units with projects. Good organizational, communication and computer skills are required. Ability to run and troubleshoot a variety of office equipment such as copiers, fax machines, Fedex Powership, UPS, and postage/mailing machines a plus. *Location: Atlanta, GA*
Contact: D. Brown, Fax: 770-394-6354, Phone: 770-394-9758, Email: Debra_Brown@idg.com

**Payroll Administrator (IDG)**
Reporting to the Payroll Manager, the individual in this position will be responsible for a high volume of payroll and HRIS data entry. Additional responsibilities include benefits administration and acting as a bank liaison. Prefer experience with ADP but not a requirement. Excellent customer service and organizational skills necessary. Must be proficient in spreadsheets and reports (prefer MS Excel) and have ability to work in a very fast paced environment with strong team orientation. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Editor-in-Chief (IDG Games Media Group)**
PC Games, the world's premier PC gaming publication is searching for an Editor-in-Chief. General responsibilities include developing the overall content of editorial products of PC Games; act as spokesperson of the publication and have overall responsibility of managing all facets of the editorial staff. Specific duties include generating ideas; developing concept and strategy; developing and editing manuscripts; represent publication at trade shows, fairs, seminars, press conference, etc. This position requires 8+ years publishing experience. Ideal candidate possesses current knowledge of gaming industry; have excellent written, verbal, analytical and management skills. Must be creative and self-motivated, with superior leadership and motivational skills. *Location: San Francisco, CA*
Contact: C. Aguilar, Fax: 415-267-1742, Phone: 415-974-7377, Email: caguilar@idg.com

**Senior Editor (IDG Games Media Group)**
PC Games, the world's premier PC gaming publication is searching for a Senior Editor. General responsibilities include working with the Editor-in-Chief to implement the editorial vision in all areas of PC Games. Specific duties include developing ideas for and planning implementation of the editorial calendar, including special issues; supervise and instruct editorial staff on assigning and soliciting articles and authors; oversee article development at assignment and story conference stages and evaluating manuscripts for completeness and fitness for publication. This position requires 4 years editorial experience. Ideal candidate possesses current knowledge of gaming industry and have excellent analytical, written, editing and verbal communication skills. Must be creative and excel in fast-paced environment. *Location: San Francisco, CA*
Contact: C. Aguilar, Fax: 415-267-1742, Phone: 415-974-7377, Email: caguilar@idg.com

**Director of Marketing (IS)**
The Industry Standard is seeking a talented, experienced and highly motivated marketing professional to join our team and lead all our marketing efforts. You will be responsible for directing marketing efforts for our new print publication, web site and our conference division. This individual will be responsible for developing marketing strategies, managing our internal marketing team and directing market research. Ideal candidate should have 10 plus years marketing experience with a thorough understanding of business to business, technology and on-line marketing. Magazine marketing experience a plus. *Location: San Francisco, CA*
Contact: C. Lucanegro, Fax: 415-733-5401, Phone: 415-733-5437, Email: cheryll@the standard.net

**Sales Associate (IS)**
The Recruitment and Directory Advertising Department needs a truly great sales support person. We need someone who can help us run the department and juggle priorities. This position will include client communication, customer service, record keeping, presentation, letter preparation, traffic monitoring and some research. A desire to learn publishing and the internet and potential to be in sales would be a plus. This is a wonderful learning opportunity in a fast-paced, high-growth division. The ideal candidate will have experience in a sales environment and have excellent written and verbal skills. *Location: San Francisco, CA*
Contact: K. Sharbrough, Fax: 415-733-5401, Phone: 415-733-5438, Email: kayes@thestandard.net

**Senior Editor (NW)**
Network World is looking for someone to report on weekly news as it pertains to the assigned beat. Candidates should have at least 2-4 years reporting experience on information technology and a proven ability to break news. We can be flexible as to the location of this position. *Location: CA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

**Circulation Administrative Assistant (PCW)**
To provide clerical support for VP of Circulation and Circulation Department, as well as back-up customer service support. Responsibilities include: general office administrative duties such as filing and copying, download reports, schedule meetings and events, order supplies, and other tasks to help make the Circulation Department run smoothly. Must have knowledge of word processing, preferably Microsoft Word. Knowledge of Excel and PowerPoint a plus. Must be able to prioritize tasks and possess good verbal and written communication skills, including proofreading of documents, presentations and circulation marketing promotions. *Location: San Francisco, CA*
Contact: S. Pecar, Fax: 415-442-1891, Phone: 415-978-3305, Email: shawne_pecar@pcworld.com

**Single Copy Sales Coordinator (PCW)**
Assist the Manager, Single Copy Sales in all aspects of newsstand circulation, for PC WORLD. Some of the tasks in this position include distribution work, promotions, analysis, accounting, correspondence, and research, working in a fast-paced, challenging environment. Qualified candidates should have 1-3 years of experience in magazine publishing, preferably in single copy sales and/or circulation. A creative, efficient, organized professional, with strong written and verbal communication skills is required. Strong analytical, and computer skills in Excel and Word, are a must. The ability to handle multiple tasks, and to prioritize accordingly is essential. *Location: San Francisco, CA*
Contact: C. Stephenson, Fax: 415-442-1891, Phone: 415-978-3166, Email: cheryl_stephenson@pcworld.com

**Production Manager (PCW)**
This individual will be responsible for the timely and accurate production of our digital workflow. Duties include mapping the magazine, maintaining schedules, creating printer's instructions, soliciting print quotes, processing digital files.The ideal candidate will have excellent skills with Quark Express, Adobe Illustrator, PhotoShop, Excel and Word, as well as familiarity with service bureau workflows. Minimum of at least 5 years production experience in magazine publishing. *Location: San Francisco, CA*
Contact: L. Manes-Goodwin, Fax: 415-974-7402, Phone: 415-978-3315, Email: linda_manes@pcworld.com

***The Job Posting portion of the World Update is done by the IDG Corporate Human Resources Department. Please address all inquiries or submissions to: job_posting@idg.com or call Kerri Johnson at 508-935-4355***

## VIETNAM EXPO

*continued from page 1*

ernment to adopt a more appropriate tax policy, which will bolster the growth of local software and hardware enterprises. He said the state, and particularly the steering committee for information technology, should offer more incentives to software and hardware makers this year.

Highlighting the signs of impending growth in Vietnam's IT industry, Chu Hao noted that after the year 2000, domestic software and hardware producers would be able to export their products to foreign markets.

On the domestic front, the state will earmark funds for 61 cities and provinces countrywide to equip them with facilities essential for carrying out their IT programs. Vietnam will also set up a national electronics trading network this year, and reserve about VND1.2 billion for individuals and enterprises to develop applied software locally. To tackle IT manpower requirements, 1,500 students are being trained in IT at colleges and universities across the country.

VIETNAM
COMPUTERWORLD
EXPO '98
DIỄN ĐÀN
CNTT
HCM '98

Vietnam Computerworld Expo '98/ Vietnam IT Forum HCM, was co-organized by the Vietnam Chamber of Commerce and Industry. It received Trade Fair Certification from the United States Department of Commerce, indicating its importance as a platform for promoting U.S. goods and services (see related article below). The exhibition occupied 4,000 square meters at the Ho Chi Minh City Center, and featured more than 90 exhibitors. The conference component offered representatives from leaders in the IT industry including Compaq, Intel, Oracle, 3Com, Hewlett-Packard, Epson, Silicon Graphics and Microsoft.

**MORE THAN 80,000 VISITORS PACKED THE SHOW FLOOR AT** *last month's Vietnam Computerworld Expo '98.*

The event is supported by the Vietnam Ministry of Science, Technology and Environment, the Steering Committee on National Program for IT, Ho Chi Minh City People's Committee, Ho Chi Minh City Steering Committee for IT Development, Ministry of Trade, Ministry of Industry, and the Vietnam Association for Information Processing. The key industry sponsors behind the expo were Compaq, Sigma Designs, Hewlett-Packard, Acer, Intel and Creative Technology.

*For more information, you may contact Rosalyn Chua at rosalynn_chua @idgexpo.com.sg.*

## U.S. COMMERCE DEPARTMENT TRADE FAIR CERTIFICATION PROVIDES MULTIPLE BENEFITS

**Last month's Vietnam Computerworld Expo '98/Vietnam IT Forum was the first IDG World Expo-sponsored show in Asia to receive Trade Fair Certification from the U.S. Department of Commerce.**

**The designation means that the event is among a small number of top trade shows to be chosen by the U.S. government as an important platform for promoting U.S. goods and services. It also recognizes IDG World Expo's experience in the organization, management and technical execution of exhibitions. The only other IDG show to have earned this status was the PC World Forum Moscow in 1990.**

**Each year, the U.S. Dept. of Commerce selects events in countries and industries with the best opportunities for U.S. exporters and certifies only major shows, (i.e., those that have proven to be well-established, high-quality events) within a given industry.**

**Now in its third year, Vietnam Computerworld Expo is that country's only international IT trade show. In 1997, the show drew 72,000 visitors and 87 exhibitors; the conference portion attracted 1,600 attendees.**

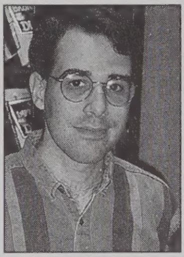
**Gary Fung, vice president of IDG World Expo (Asia), said the certification not only raises the profile of the show to exhibitors but also to potential visitors, the host country government and business community leaders. In addition, certification "gives us access to support services from the Department of Commerce's U.S. headquarters, 70 district offices in the U.S. and more than 130 commercial service posts at U.S. embassies and consulates worldwide," he noted.**

## DEADLINE NEARS FOR AIDS WALK BOSTON

**AIDS Walk Boston 1998 is less than two weeks away! The 10-kilometer walk gets under way at 9 a.m. on Sunday, June 7. This year's start and finish line will be at the Hatch Shell on Boston's Esplanade. For more information or to obtain a pledge sheet, call your business unit's team captain or Deb Goldstein (508-370-0820) or Suzanne LePage (617-423-1125). Valuable prizes, including a weekend for two at a B&B of your choice — await the top IDG fund-raisers!**

# NOTEWORTHY

## NEW EMPLOYEES



McDONALD

IDG WORLD UPDATE

IDG Books in Foster City, Calif., has hired **Brian MacDonald** as a copy editor in its CPG group's networking team. He was previously with Aspen Publishers as a project manager. He has a B.A. in English from Penn State University.

**Mike Janssen** joins the Indianapolis office as national accounts manager, trade sales, coming from Macmillan Computer Publishing where he held a similar position. A graduate of Purdue University in West Lafayette, Ind., he finds time for golf when his family is not keeping him busy.

PORCELLO

IDG WORLD UPDATE

Most recently the human resources manager at Reebok, **Mary-Jo Porcello** has joined IDG Human Resources in Framingham as a senior compensation analyst. She earned a B.A. in human resources at the University of Massachusetts/Amherst and an M.B.A., with a focus on MIS, from Northeastern University. Mary-Jo is looking forward to playing in the IDG golf league this summer.

BAHGAT

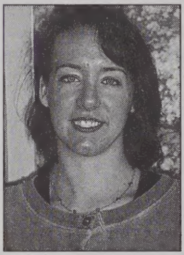
IDG WORLD UPDATE

**Dina Bahgat** joins *InfoWorld* as a Web design coordinator and will work on Web development, presentation design, marketing and content writing. Her last job was with the San Francisco Airport Museum Exhibitions Program for which she did research, copywriting and interviewed oral history subjects. She earned a B.A. in anthropology from the University of California/Berkeley and enjoys gymnastics, tae kwan do, printmaking and film.

OMOLOLU

IDG WORLD UPDATE

Also joining *InfoWorld* is Help Desk Manager **Bayo Omololu**. He was previously systems manager with the *San Francisco Bay Guardian*. He holds a B.S. from American University in Washington, D.C., and likes to travel, ski and bike.



WOOD

IDG WORLD UPDATE

Copy Editor **Dhyana Wood** comes to *InfoWorld* from the *Santa Cruz County Sentinel* where she worked on the night news desk. She has a B.A. in politics/government from Oberlin College in Oberlin, Ohio, and is working toward a masters in journalism at San Jose (Calif.) State University.

IDG Marketing Services has hired **Johanna O'Connor** as a director of international accounts in Framingham, Mass. Her last position was with PictureTel Corp. in international marketing/sales with a special focus on Latin America. She has also worked as international sales manager and foreign rights representative for Latin America and Europe for Rockport Publishers and developed the Latin American and European market for a number of its general trade publications. She received a B.A. in international relations from St. Lawrence University in Canton, N.Y. A U.S. citizen born in Colombia, Johanna has also lived in Curacao, Brazil, St. Maarten and Aruba. She is fluent in Spanish and Portuguese and proficient in French and German.

**Makoto Nozaki** has been hired by IDC Japan as a software market analyst in its Personal Systems and Communication Group. He will be researching the Japanese tools market and developing IDC's software research opportunities. Prior to joining IDC, he was manager of marketing communications at Sybase Japan. He has more than five years' experience in launching and handling channel marketing at Sybase Japan and Oracle Japan.

**Terri Walsh** joins IDG's Corporate Travel department in Framingham, Mass., as an administrative assistant. Away from the office she likes to walk, cook and spend time with her grandson.

GODFREY

*Network World* has hired **Jennifer Godfrey** as district sales manager in its Santa Clara, Calif., office from which she will handle Northern California sales for the publication. She was previously Western regional sales manager, lasers and optronics, for Cahners Business Information, where she won Salesperson of the Year, among other awards. She majored in communications at the University of Nevada/Las Vegas, enjoys fitness, soccer and reading. She recently earned her white belt in tae kwan do.

**Genoveva Bustamente** is the new receptionist for IDG's Des Plaines, Ill., sales office. She was previously a revenue auditor at United Parcel Service. At Triton Community College in River Grove, Ill., she majored in public relations and minored in French. Outside the office she volunteers her time to abused and neglected children.

**Mandy Brown** joins IDG Books' Indianapolis branch as an electronic data interchange coordinator, coming from Dow Brands, Inc., where she held a similar position. She will be involved in getting orders and invoices sent directly to and from customers. She earned a B.A. in office systems administration from Ball State University in Muncie, Ind.

IDC West has hired **Sean Lavey** as an industry analyst to provide inquiry and research support. He comes from a position as regional account manager at Federal Communications, a networking systems integrator. He holds a degree from California State University/Fullerton in business administration/marketing and finance. Outside the office he enjoys hockey, golf and scuba diving.

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**SEVENTEEN YEARS**
Colleen Hayes - Computerworld

**THIRTEEN YEARS**
Terry Lee - IDG Australia

**TWELVE YEARS**
Bob Ostrow - PC World

**ELEVEN YEARS**
Michael Deutsch - IDC
Pat Powers - Computerworld

**TEN YEARS**
Bruce Buckman - IDG New Zealand
Ann Andrisani - LTI Canada

**NINE YEARS**
Anthony Doesburg - IDG New Zealand
Eric Cormier - IDG
Alan Alper - Computerworld

**EIGHT YEARS**
Gerardine McKeon - IDC U.K.
Mandy Tse-Wong - IDG
Judy Mallman - InfoWorld

**SEVEN YEARS**
Gary Byrne - IDC

**SIX YEARS**
Gary Palmer - IDG World Expo

**FOUR YEARS**
Luanne Kiley - PC World
Jesper Bille Haun - IDG Denmark
Matthew Roots - IDG Australia
Jacqueiline Nakano - IDG Marketing Svcs.
Margaret Steen - InfoWorld

**THREE YEARS**
Shira Weisbach - PC World
Tracey Capen - PC World
Caryn Andruski - IDC
Michael Hall - IDG
Roberta Fusaro - Computerworld
Matt Toolan - IDC

**TWO YEARS**
Joyce Melendez - IDG Books
Ann Hall - IDG Australia
Helen Barnard - IDG Australia
Richard Brewer - IDC
Rebecca Wettemann - IDC
Ross Armstrong - FCW Gov't. Tech. Group
Nathalie Thomas - IDG
Thomas Wailgum - CIO
Christine Shipley - IDG World Expo
Carolyn W.C. Wong - Web Publishing
Laura Kujubu - InfoWorld

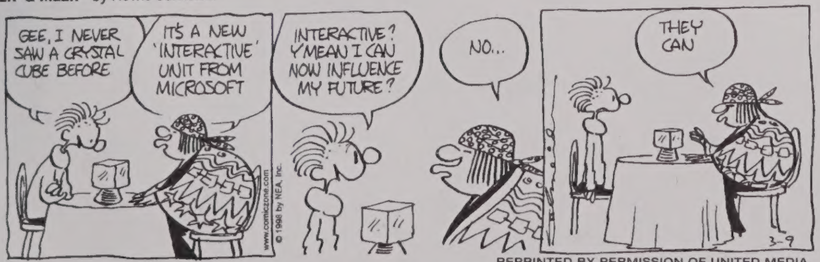
**ONE YEAR**
Lisa Moskowitz - PC World
Bill Snyder - PC World
Grace Davis - IDG Books
Jeff Johnfauno - IDG Books
Jacqueline Sweeney - IDC
Katrina Dahlquist - IDC
Lanii Chapman - InfoWorld
Teri Lengle - InfoWorld
Julianna Fitzpatrick - InfoWorld
Beliza Veras - Computerworld
Chad Seay - Computerworld

## IDG Australia Athletes Tri Harder!

**FROM LEFT: MERRI MACK (FEATURES EDITOR,** *Computerworld);* ***Iain Ferguson*** *(news editor, Computerworld);* ***Neale Morison*** *(electronic publishing); Evelyn Stevenson (last-minute, non-IDG replacement);* ***Phil Sim*** *(editor, Network World);* ***Stephen Lennox*** *(production);* ***Eden Barrie*** *(circulation). Not pictured:* ***Iain Payten*** *(journalist, Australian Reseller News).*

Seven IDG Australia employees recently competed — and completed — The Fay, Richwhite/BRW Corporate Triathlon, held annually in each of Australia's six states as a fundraising event for local charities. IDG Australia fielded two four-person teams (including a last-minute replacement from outside the company), each of which completed the 400-meter swim, 8-kilometer bike ride and 4-kilometer run in under one hour. Some 550 teams, each sponsored by a local company, entered the event, which was held at a historical landmark in Sydney Harbor known as Lady Macquarie's Chair and which will be the site of the triathlon competition during the Sydney Olympics in 2000.

**EEK & MEEK**® by Howie Schneider


GEE, I NEVER SAW A CRYSTAL CUBE BEFORE
IT'S A NEW 'INTERACTIVE' UNIT FROM MICROSOFT
www.comiczone.com © 1998 by NEA, Inc.
INTERACTIVE? Y'MEAN I CAN NOW INFLUENCE MY FUTURE?
NO...
THEY CAN
3-9

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## ADDRESS CHANGE

**IDG Games Media Group, publisher of *GamePro* and *PC Games*, has relocated to San Francisco. The address is:**

**501 Second Street**
**Suite 500**
**San Francisco, CA 94107**

**Tel: 415-979-9845**
**Fax: 415-546-5225**

**President John Rousseau's direct dial telephone number is: 415-979-2225.**

## CONTEST

Imagine if, instead of cryptic, geeky text strings, your computer produced error messages in haiku. They might read like these examples below — good, yes, but we challenge you to do better! Compose one or more haiku involving an IT theme and send them to IDG World Update (world_update@idg.com) by Tuesday, June 23. The best verses will appear in an upcoming issue and the authors of the three top entries will receive t-shirts sporting a full-color Rich Tennant cartoon.

A file that big?
It might be very useful.
But now it is gone.

The Web site you seek
cannot be located but
endless others exist

Chaos reigns within.
Reflect, repent, and reboot.
Order shall return.

ABORTED effort:
Close all that you have.
You ask far too much.

First snow, then silence.
This thousand dollar screen dies
so beautifully.

With searching comes loss
and the presence of absence:
"My Novel" not found.

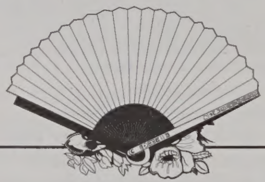
The Tao that is seen
Is not the true Tao, until
You bring fresh toner.

Windows NT crashed.
I am the Blue Screen of Death.
No one hears your screams.

Stay the patient course
Of little worth is your ire
The network is down

A crash reduces
your expensive computer
to a simple stone.

Yesterday it worked
Today it is not working
Windows is like that



Three things are certain:
Death, taxes, and lost data.
Guess which has occurred.

You step in the stream,
but the water has moved on.
This page is not here.

Out of memory.
We wish to hold the whole sky,
But we never will.

Having been erased,
The document you're seeking
Must now be retyped.

Rather than a beep
Or a rude error message,
These words: "File not found."

Serious error.
All shortcuts have disappeared.
Screen. Mind. Both are blank.

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 75 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 22

June 1, 1998

GERARD ADAMIS TAPPED TO LEAD NEW MANAGEMENT TEAM AT IDG FRANCE
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IDG BOOKS EMPLOYEE'S STORY TO BE SERVED UP IN CHICKEN SOUP FOR THE SOUL
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

# From Zero to 60:

## IW's Impact Marketing Group Off to a Roaring Start

**IN FRAMINGHAM, MASS., IW IMPACT** *Marketing Director **Tom Grimshaw** and Administrative Assistant **Tracey Grogan** show off some of the group's products...*

**...WHILE IN SAN MATEO, CALIF.,** *Business Development Manager **Hillary Green**, Director/Business Development **Shannon Dolan**, and Business Development Coordinator **Julia Wildey** display more supplements.*

From tiny acorns grow mighty oaks, and InfoWorld is cultivating a significant new business from small beginnings. In just a year, InfoWorld's Impact Marketing group has risen quickly to the top ranks of custom publishing divisions, churning out a succession of high-value supplements while supporting those supplements with incremental advertising dollars.

"Impact Marketing has quickly become a major source of revenue for InfoWorld," says **Steve Moylan**, InfoWorld president. "Most importantly, the Impact Marketing staff is building an exciting and complete advertising program for many of our customers. That keeps them coming back for more. The new Impact Marketing division is a home run for us!"

The Impact Marketing team is led by **Tom Grimshaw**, director, and by **Hilary Green**, West Coast business development manager. **Julia Wildey** is the Impact Marketing business development coordinator.

A great example of Impact Marketing's rapid success is the Display Series, published in three parts

• CONTINUED PAGE 5 •

# IDG Books Files with SEC for IPO

On Friday, May 22, IDG Books filed a registration statement with the U.S. Securities and Exchange Commission for a public offering of its Class A Common Stock. The offering is being made through an underwriting group managed by Morgan Stanley Dean Witter, Goldman, Sachs & Co, and Merrill Lynch & Co.

IDG Books cannot sell its stock to the public unless and until the SEC declares the registration statement effective; that process could take a number of weeks or even longer. It is essential during this waiting period that no one at IDG or IDG Books comment on the offering to people outside of the company, either informally or to the press. Any employee asked to comment should decline and refer the question or inquiry to IDG Books CEO **John Kilcullen** or President **Steve Berkowitz**.

**See page 5 for more on the IPO.**

A prospectus relating to these securities may be obtained from Morgan Stanley Dean Witter, 1585 Broadway, New York, NY 10036; Goldman, Sachs & Co., 85 Broad Street, New York, NY 10004; or Merrill Lynch & Co., North Tower, World Financial Center, 250 Vesey Street, New York, NY 10281.

## IN BRIEF

# Southern California Sales Reps Team Up to Entertain Clients

**GREETING GUESTS AT THE IDG ACADEMY AWARDS PARTY** *are (second from left): **Cindy Wagner**, Computerworld; **Amy Bartulis**, Network World; and **Becky Bogart**, also of Network World, along with a David Letterman look-alike.*

Five IDG publications in the Irvine, Calif., sales office teamed up recently to host a gala Academy Awards Party for more than 100 top clients in the Southern California territory.

As guests' limousines pulled up to the red carpet in front of the posh Antonello's Ristorante in Orange County, guests were greeted and ushered to the door by a David Letterman look-alike. Inside, sales reps from *Computerworld*, *Network World*, *PC World*, *InfoWorld* and *Solutions Integrator* mingled with guests who enjoyed dinner and dessert while watching the awards program on big-screen TVs around the room.

"This was the first time the various publications in the Irvine office have teamed up to present a united front at a corporate event to entertain clients," said **Amy Bartulis**, senior district manager at *Network World*, who along with Sales Assistant **Becky Bogart**, organized the evening. "We had a really great response from our clients, all of whom stayed right to the end," Bartulis noted.

### SHORT TAKES

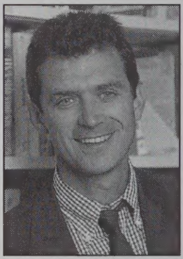
ExecuTrain Corp., IDG's Atlanta-based IT training partner, has added two new global training partners in Portugal and Pakistan, which bring a total of eight new training centers to the ExecuTrain system. Centro Servicios E Apoio As Empresas, headquartered in Porto, Portugal, is owned by the Porto Industrial Society. In addition to its headquarters in Porto, additional training facilities are located in Aveiro, Coimbra, Lisbon and Viseu. Sysnet Pakistan Ltd. is headquartered in Karachi and has branch facilities in Lahore and Islamabad. ExecuTrain has 226 locations in 29 countries.

# IDG France Names New Management Team

ADAMIS

BATAILLON

BREGEON



JOLY

IDG France last week announced a reorganized executive committee under the leadership of newly appointed Managing Director **Gérard Adamis**. The new team was formed in conjunction with the merger of IDG France's professional and consumer divisions into a single group and is expected to strengthen the company's leadership position and spearhead future initiatives in the French IT media market.

Adamis was previously publisher of *Distributique*, the leading title for the IT distribution channels in France, and general manager of Channel World, IDG's global network of 18 channel publications. He is joined on the new IDG France executive committee by **Marc Bataillon**, general manager in charge of organization and development; **Marc Joly**, general manager/group publisher; and **Jean Brégeon**, general manager/finances and administration.

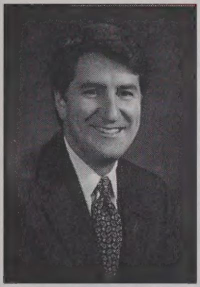
"Gérard has played an essential role in IDG's growth and success in France," said IDG President **Kelly Conlin**. "His leadership skills and industry insight, coupled with the strength of his new executive committee, will be vital to enhancing IDG's leadership position."

IDG France publishes the weekly titles *Distributique* and the *Computerworld*-brand title *Le Monde Informatique,* as well as the monthly magazines *Info PC* (*PC World*), *MacWorld* and the networking title *Réseaux & Télécoms*. Under its new executive team, IDG France will pursue expanded initiatives through new product launches, acquisitions and joint ventures in fields such as multimedia, event production, book publishing and consumer products. Established in 1980, IDG France is the leading IT publisher in France.

### DID YOU KNOW?

**IDC estimates the French IT market accounted for $39 billion in 1997, growing at 9% annually.**

## ON LINE



**KELLY CONLIN**

*IDG's president is this week's columnist.*

**Q Now that both CMP and Ziff are public companies, can we compare our results to our two biggest American competitors?**

A With Ziff just completing its offering, we now have results for all three companies. In the first quarter, Ziff's revenue was up 2%, while cash flow declined 40%. With its large debt payments, Ziff remains unprofitable, losing $22 million in the quarter. For CMP, the first quarter showed revenue gains of 7% and an operating profit of $700,000 — essentially breakeven. In that same period, IDG's revenue grew more than three times as fast as that of Ziff and more than 25% faster than CMP's. Our profitability also increased nicely over the prior year, recording operating profits well above $20 million.

IDG revenue and profit growth is healthier because of our size (the biggest of the three companies), our diversity (the most products of the three companies) and our coverage (the most global of the three companies). Perhaps most important: the entrepreneurial style of our locally managed business units.

**What's your take on CMP's acquisition of Kingbird Media and the McGraw Hill computer titles?**

Kingbird Media does three small conferences in the U.S. and has, estimates show, about $1 million in revenue, giving CMP less than one-half of one percent of the IT event market. With 85% of CMP's revenues coming from print advertising in one country, the company is likely looking to diversify its revenue profile. It's late to the party, however, with entrenched IT event market leaders IDG, Ziff, Miller Freeman and Meckler also focused on growth in this area, but from a foundation of multimillion dollar portfolios across 50 countries.

As for the McGraw Hill acquisition, it puzzled many analysts because the titles were in such disarray. Since 1990, the average number of pages in McGraw Hill's computer titles fell by 54%. For example, *Byte* in 1990 had an average of 241 advertising pages in each issue; in 1997 the publication had an average of 82 pages an issue. And this occurred in a growing market. *Byte* has gone from a market share of 22% in 1990 to 7% today. Other titles are in similar predicaments: *Data Communications*, for example, is down 23% in pages during the same period.

One analyst has explained that the acquisition may be more oriented to Wall Street than to customers. With flagging revenue growth and increasing difficulty with its international publishing activity (delaying some of its already announced growth plans in the U.K. and Germany, for example), buying revenue growth by acquisition is a common technique favored by Wall Street. The question then turns to how much growth fuel the titles will provide. Integrating declining titles is a tricky proposition, because the interregnum gives customers a reason to delay or wait on their decisions while the titles are fixed or repositioned.

Wall Street did react positively to the news, with the stock moving up when the acquisition was announced. However, the stock has since fallen 20% — back to the levels prior to the acquisition. With Wall Street now discounting the move, attention turns to customers and what plans CMP may have for reviving these troubled properties.

**I recently saw a copy of an e-mail newsletter for customers called IDG Global Update. Is this our first electronic communication with customers? Why are we doing this? Who does it go to?**

IDG Global Update is an e-newsletter published periodically (initially every two to three weeks) and sent to some 1,500 of IDG's top customers and prospects in the U.S. Each issue is also mailed to all IDG employees worldwide with an e-mail account. To date, two issues have been mailed.

Business units outside the U.S. are free to forward along the English-language edition directly to their customers or to translate the newsletter (perhaps adding some items of local interest as well) and send it to their customers.

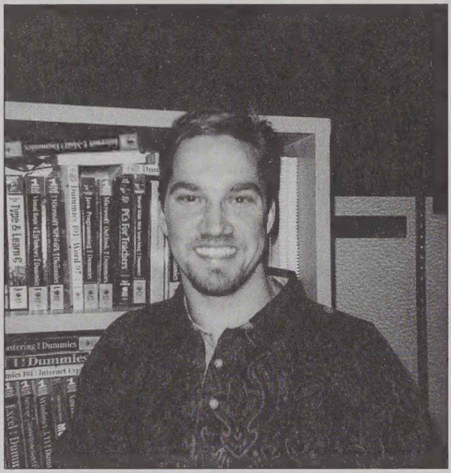
Developed and managed under the auspices of IDG's Corporate Communications Group, the newsletter is being produced by the editors of *IDG World Update*. The primary purpose of the newsletter is to keep our worldwide customers apprised of IDG's new products, research and events. Entries will be kept brief — generally no more than a paragraph — and wherever possible, will point readers to relevant Web sites containing more information.

If you have news you would like to be considered for inclusion in IDG Global Update, you may forward it to idgupdate@idg.com. Items for inclusion should be oriented toward those of most interest to customers, and focus on the benefits of such activity for our customers.

**How do you appraise the editorial quality of the many IDG international editions written in foreign languages?**

There are two primary ways that IDG determines the editorial quality of any IDG publication, in any language. The first is the blind readership studies that each IDG publication is required to do at least twice a year. These are key navigational tools in determining the reader's level of satisfaction with the publication and in identifying trends that help the publication remain relevant and useful. The second is the publication's renewal rate among its subscribers. While it's a simple statistic, it instantly conveys the vitality of a publication and the satisfaction of customers and their willingness to devote something extraordinarily valuable to them — their time — to the publication.

# IDG Books Employee's Story to Be Served Up in *Chicken Soup*



**PAUL KUZMIC'S STORY OF HIS SISTER'S** *Christmas Eve rescue will be published next April in "A Sixth Helping of Chicken Soup for the Soul."*

Years after his sister almost froze to death, IDG Books' Editorial Assistant **Paul Kuzmic** turned it into a heart-warming story. Called "Santa Brought My Sister For Christmas," it will be published in *A Sixth Helping of Chicken Soup for the Soul.*

"I'm a member of a volunteer group called the Indianapolis Ambassador Club, and a friend there was putting out the 1997 Christmas newsletter. He needed a story, and this is what I wrote for him," Kuzmic said. "A couple of years earlier a friend had given me a copy of *Chicken Soup for the Soul* to read on a plane trip, and I decided to submit my story to them as well."

*Chicken Soup for the Soul* is a best-selling series of books recounting true short stories of hope and inspiration and people making a difference. Kuzmic's story will be included in the sixth volume, set to be published in April 1999. There are also volumes targeting women and mothers, workers, survivors and teens. The series has sold over 18 million copies, won the 1995 American Booksellers Association Award for "Book of the Year" and has been translated into more than 34 foreign languages. For more information, see <http://www.chickensoup.com>.

In Kuzmic's story, his 19-year-old sister Victoria is late arriving home to spend Christmas 1983 with her parents and 10 siblings in Indiana. "She had not called. The weather was bad. And, worse, she drove an old 1973 MGB convertible with an English electrical system that was not dependable."

Without giving the end of the story away, Kuzmic's title for it does not mislead. (Victoria, now 34, runs a windsurfing business in Hawaii.)

"I spent about an hour and a half writing it and an hour editing it," Kuzmic said. "It will go through a very long review process. I've signed a rights and permissions agreement, and they still have the right to edit it."

Kuzmic, 26, has also had poetry published in an amateur poetry anthology from Sparrowgrass Publishing and in the 1996 Smithsonian National Library of Poetry. Prior to joining IDG Books, he was a researcher at Rodale Press' *Men's Health.* He majored in journalism at Indiana University in Bloomington, Ind., with a minor in biology.

In addition to working with words, Kuzmic enjoys working with his hands, creating elaborate jewelry boxes, dreamcatchers and double-decker birdhouses with auto-feeders and baths. He also plays on the IDG Books' Indianapolis softball team, a pastime that could well lead to another story for *Chicken Soup*, baseball lending itself so well to heartbreak and uplift.

IDG WORLD UPDATE online

*For an advance look at Paul's story, check out IDG World Update Online on Notes or on IDG Central <http://idgcentral.com>. If you need a login and password for IDG Central, send an e-mail message to globalcomm@idg.com. Include your name, business unit and preferred password.*

# IMS/EMEA Hosts European Golf Event

RICHARD BUCKLEY

**IMS/EMEA PRESIDENT JEFF MEERS** *(right) presents the championship trophy to Andrew Slipper, global marcomm director of Hewlett-Packard's PC division.*

IDG Marketing Services/Europe, Middle East and Africa hosted its second golf tournament May 7-10 at La Baule, France.

Despite many inquiries, participation was by invitation only for a dozen key clients and agencies at this increasingly prestigious annual event. The long weekend involved a variety of team games and competitions.

Andrew Slipper, global marcomm director for Hewlett-Packard, was the star player and won both the overall Tour Champion's Cup and lowest score during the event to win the Tour Professional Cup. Lance Quantrill, European marcomm director for 3M/Imation, was overall runner up.

"This event has proved invaluable in building robust relationships with our top clients," noted IMS/EMEA President **Jeff Meers**.

IDG

# *Job Opportunities - June 1, 1998*

**Account Executive (CW)**
Computerworld has an opportunity for a strong Account Executive in the Burlingame office. The Account Executive's primary goals are to increase revenues, yields and market share by developing existing 2nd and 3rd tier accounts while prospecting for new business. A successful Account Executive will establish sales and service relationships with clients as well as influence media buyer/planner professional at ad agencies and customer advertising specialists/managers. The individual in this positions will spend a significant amount of time prospecting new business and following up on sales calls. Candidates should understand the dynamics of interpreting and responding to market share reports and other territory data and must be able to prepare and execute presentations and special promotions independently. 1-3 years of proven ad sales experience is required. *Location: Burlingame, CA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Assistant Editor (FCW)**
Nimble and news-oriented wordsmith needed to act as a swing editor. Requires ability to juggle variety of editing tasks at once and provide backup as required for management team. Editing experience in a fast-paced newsroom is desired, but accomplished journalists looking to move up will be considered.
*Location: Falls Church, VA*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

**Copy Editor (FCW)**
High-energy, detail-oriented copy editor/page designer with first-rate grammar skills. Proficiency in QuarkXPress 3.3 on a Mac is a must; experience with MSWord 6.0 is a plus. Must have Journalism or English background and be familiar with AP style. Flexibility in work schedule is essential.
*Location: Falls Church, VA*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

**Reporter (FCW)**
Deadline-oriented news hound to mine a civilian agency beat for stories that affect how the government buys and uses IT. Ideal candidate will have one to three years experience reporting for a daily or weekly.
*Location: Falls Church, VA*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

**Group Operations Coordinator (2) (IDC)**
IDC's Desktop Group is seeking two full-time Group Operations Coordinators. Responsibilities include data entry of client information, maintaining research supplies, administrative tasks such as filing, copying, faxing, mailing, making travel arrangements, as well as any special project as they arise. One to two years of office experience and familiarity with Windows 95 and Lotus Notes is a plus.
*Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: ashluger@idcresearch.com

**Associate Research Analyst, PC Pricing (IDC)**
IDC's PC Pricing group is looking to add an Associate Analyst to the team. This person will be responsible for tactical research of major vendors' pricing and products in servers, PC's, and portable computers. Additional responsibilities will be client inquiry support and assisting with consulting projects. The ideal candidate will be familiar with basic computer hardware architecture and have an understanding of the IT industry with knowledge specific to the PC sector a plus. Candidates should also possess excellent communication and analytical skills. Knowledge of Lotus Notes, Access, and Excel is a plus. Bachelor's degree required. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: ashluger@idcresearch.com

**Senior Research Analyst, Digital Cameras & Scanners (IDC)**
The Digital Cameras and Scanners program seeks a Senior Research Analyst. Strong quantitative, analytical, writing, and public speaking skills are essential. Entrepreneurial drive, excellent customer service and ability to work under pressure are also vital. Knowledge and vision of digital camera, and/or scanner technologies and market dynamics along with 5+ years market research experience is required. The qualified candidate will develop timely and accurate quantitative and qualitative forecasts and market shares for the digital camera and scanner markets, write a newsletter, conduct user research projects, analyze and forecast technology trends, service client requests for analysis and data, make presentations, and maintain frequent contact with the press. Strong business development skills are needed. Domestic and int'l travel is also involved. *Location: Framingham, MA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

**Application Analyst (IDG)**
The person in this position will be responsible for, or involved in the upgrading, implementation, and client support of financial applications, including Computron GL, AP, CODA AR, and TRS; development projects such as Budget and Forecast system on Arbor, and client/server reporting tools such as Impromptu and Powerplay. The successful candidate will have strong communication, planning, problem solving, prioritizing, multi-tasking and training skills, be able to work independently as well as with a team. Strong experience in working with applications such as Windows95 and Win 3.1, MS Word, Excel, Lotus 123 and Lotus Notes required. College degree in accounting, and 3 or more years in the accounting financial field preferred. Extensive experience with financial applications, relational databases, and report writing required. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**HR Assistant (IDG/B)**
IDG Books is seeking a part-time (20 hours per week) administrative support person to work closely with the HR staff on all administrative facets of HR including: recruiting, benefits, salary administration, new employee orientations, and reward programs. Strong administrative and organization skills required with ability to multi-task daily, computer skills including Windows '95, Word, and Excel (Lawson a plus), excellent interpersonal skills and focused customer services skills are required. 2+ years' administrative support experience required , HR background helpful. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Copywriter (IDG/B)**
Job Description: Our product packaging group is looking for a copywriter to create, update and maintain copy for book packaging, catalogs, and printed promotional materials. The position requires 2+ years' relevant copywriting experience, including book covers (computer books preferred), and the ability to produce quality ad copy within tight deadlines and changing priorities. Mac proficiency with Word (QuarkXPress a plus.) *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Product Marketing Manager (IDG/B)**
Primary responsibility will be to execute strategic marketing plans for all calendar and product driven promotions including all new product launches, retail holidays, and IDG Books created events. You will integrate online, channel specific, and PR promotions into marketing strategies. Requires 3+ years' experience in marketing, advertising, or creative services and a strong understanding of technology and the technology user. Excellent communication skills, strong writing and editing, ability to prioritize multiple tasks in a fast-paced deadline driven environment. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Associate Editor (Comparisons) (IFW)**
InfoWorld is seeking an Associate Editor to plan, develop, and edit feature-length comparisons and analyses of computer products and solutions. The position requires 2-3 years of journalism and/or computer industry experience, as well as a proven track record as a team player. Top-notch writing and editing skills are a must; knowledge of corporate computing issues is a definite plus.
*Location: San Mateo, CA*
Contact: S. Barnes, Fax: 650-312-0668, Phone: 650-525-3464, Email: resumes@infoworld.com

**Account Executive/Inside Partner (2) (IFW)**
The role of this position is to work in cooperation with the Regional Manager to achieve and increase page and revenue plans. The Account Executive/Inside Partner will assist in closing sales and adding value to existing business, using research and special opportunities. This individual will also be responsible for sales intelligence gathering, prospecting/cold calling, and customer service.
*Location: San Mateo, CA*
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: resumes@infoworld.com

**Administrative Sales Assistant (IMS)**
This position will be reporting to the VP International Sales. Responsibilities include being the central contact for fulfilling on-line requests for information and quotes, providing general administrative support to VP, maintaining the publication library and tearsheeting advertising. Fast-paced environment requiring superb attention to detail, excellent telephone skills, strong organizational skills and a "can do" client service attitude. The ability to work independently and communicate clearly, both verbally and in writing. College degree required; second language desirable. *Location: San Francisco, CA*
Contact: M. Catolico, Fax: 415-267-1742, Phone: 415-978-3272, Email: maria_catolico@idg.com

**International Sales Assistant (IMS)**
The individual for this position will be supporting a Director of International Accounts. Responsibilities include being a liaison with IDG's international offices, servicing advertiser's needs and advertising schedules, prospecting small advertisers, doing rate quotes, booking advertising with international publications, managing the client database, and providing general administrative support. Fast-paced environment requiring superb attention to detail, excellent telephone skills, strong organizational skills, and a "can do" client service attitude. The ability to work independently and communicate clearly, both verbally and in writing. College degree required. Publishing or advertising experience desired, as well as a second language. *Location: Framingham, MA*
Contact: M. Catolico, Fax: 415-267-1742, Phone: 415-978-3272, Email: maria_catolico@idg.com

**Account Executive, Recruitment (IS)**
Here is a wonderful ground floor opportunity for an eager, energetic, highly motivated individual to jump into sales. The Industry Standard, The Newsmagazine for the Internet Economy, is expanding its recruitment ad sales efforts. The ideal candidate will have the opportunity to manage their own territory and be responsible for selling recruitment advertising for the print publication and web site, prospecting and developing new business, while servicing current accounts. Good record keeping and reporting skills are essential. Must be highly motivated to think out of the box and seize new opportunities. The ideal candidate will have experience in a sales environment and have excellent written and verbal skills. Must enjoy a dynamic, energized environment. *Location: San Francisco, CA*
Contact: K. Sharbrough, Fax: 415-733-5401, Phone: 415-733-5438, Email: kayes@thestandard.net

**Account Exec. Job Posting (Web Publishing Inc.)**
WPI is seeking an experienced, results-oriented Account Executive to sell on-line/web advertising for JavaWorld, Sunworld, and NC World. You will be responsible for an assigned territory and will prospect and cultivate new clients, maintain databases, confirm and close ad spaces, etc. In addition, you will also be responsible for Advertisers receiving accurate sales rates, deadlines, information on circulation/distribution, publication readership and ad results. Three years of advertising and/or interactive media sales experience required and general familiarity with the Internet, computer marketplace and publishing processes. Individual must have strong negotiation and communication skills and like to work in a fast-paced entrepreneurial environment. *Location: San Francisco, CA*
Contact: E. Ramirez, Fax: 415-267-4570, Phone: N/A, Email: ed@wpi.com

**Online Advertising Coordinator (Web Publishing Inc.)**
The role of this position is to coordinate online advertising for web publications Javaworld, SunWorld, and NC World. The successful candidate will meet the following job requirements: Browser and web centric, excellent knowledge of Mac systems with strong software knowledge of Excel, Fetch (or other ftp client), Email, BBEdit, basic HTML, Photoshop, Quark & GifBuilder skills a plus. Demonstrated ability to work in a time-sensitive & team collaborative environment. Must be detail oriented with excellent written & oral communication, time management and organizational skills. Ad traffic experience and demonstrated reliability using ad trafficking software or third party service desirable.
*Location: San Francisco, CA*
Contact: T. Hunt, Fax: 415-267-4570, Phone: 415-974-7443, Email: tony@wpi.com

***The Job Posting portion of the World Update is done by the IDG Corporate Human Resources Department. Please address all inquiries or submissions to: job_posting@idg.com or call Kerri Johnson at 508-935-4355***

# IDG Books' Proposed IPO Raises Employee Questions

*Following are several of the questions likely to be on employees' minds following the announcement that IDG Books has filed for an initial public offering. Please note, this information is confidential and should not be shared outside the company at this time.*

**Will IDG or IDG Books employees have an opportunity to buy stock in this offering?**

The offering will be an offering to the public and there is no vehicle within IDG or IDG Books through which employees of either may buy shares. If the offering occurs, it should be possible for interested persons, including employees, to buy shares through normal brokerage channels in the aftermarket, though not necessarily at the public offering price. As you know, actual market prices may be higher or lower than the initial public offering price once the stock is traded.

**Assuming that a public offering is completed, will IDG Books still be a part of the IDG family of companies?**

IDG will continue to own more than a majority interest of the voting stock of IDG Books. The two companies will have a number of intercompany agreements, and they expect to continue to have a friendly and cooperative relationship in those and other areas. And IDG Books employees will still participate in IDG information resources and training programs to the extent that they elect to use these services. IDG Books will, however, be governed by its own board of directors, which will be responsible to the public and private stockholders of IDG Books as it steers a course for the company.

**How might a public offering by IDG Books affect the value of the IDG Employee Stock Ownership Plan?**

If the IDG Books public offering occurs, and if the value of the IDG Books Class A Common Stock as determined by the public market is greater than the value of the IDG Books stock prior to the offering, then one would expect the value of IDG, which will continue to own more than a majority of IDG Books stock, to have increased compared to the situation before the public offering. In that case, and omitting other factors bearing on valuation (such as the performance of other IDG business units), there would likely be a corresponding increase in the value of the IDG shares in the IDG Employee Stock Ownership Plan. There can be no assurance, however, that this will happen.

**Now that IDG Books is going public, will other IDG business units go public?**

IDG may consider that possibility with respect to particular business units but only at the recommendation of the business unit management. In other words, if business unit management believes it is in the best interest of the business unit to consider a public offering, they can make that recommendation to the IDG Executive Committee.

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**INFOWORLD**

*continued from page 1*

late last year and now being repeated as another three-part series starting in June. The two series, totaling more than 40 incremental ad pages and some 92 supplement pages in all, focused on a seemingly mundane topic brought to life with dramatic design and surprisingly diverse editorial content.

More recently, *InfoWorld* featured an Impact Marketing 16-page, tabloid-sized supplement sponsored by Lotus. Impact Marketing is currently running a multipart supplement series on digital output technology, another on networking and soon will begin one on Enterprise Resource Planning.

"We've hit on a variety of subjects that at times aren't covered broadly in publications like *InfoWorld*, but which nonetheless are purchased in great quantities by our readers," notes Grimshaw. "We're able to offer our advertisers a superb content environment focused on customer solutions and emerging technology. While they are indeed advertising sections, our supplements are professionally written, edited and designed."

In fact, one of the principal designers of the InfoWorld Impact Marketing supplements is Boston-based graphic designer Ronn Campisi, who has designed *InfoWorld* as well as *Computerworld.*

**First to bind in a CD-ROM**

Impact Marketing's efforts have not been limited to advertising supplements. Recently *InfoWorld* became the first trade publication to insert a bound-in CD-ROM, showcasing Computer Associates' Jasmine product. The team has sponsored buyer-seller events and worked with 3Com on a special party honoring Ethernet's 25th anniversary.

"The Impact Marketing projects enable our sales team to target new advertisers, like the display vendors, which haven't always been regular ROP advertisers," says **Shannon Dolan**, IW's director of business development. "The supplements have also allowed our sales team to target new and developing contacts. At the end of the day, the supplements provide solutions for our customers and enable InfoWorld to get that much closer to our customers."

Still for now, the most visible aspect of InfoWorld's Impact Marketing success are the four-to-24 page supplements that are appearing in *InfoWorld* with increasing frequency. The supplements are planned and produced by Bill Laberis Associates in close coordination with Grimshaw's staff and InfoWorld clients. Laberis is a former long-time editor-in-chief of *Computerworld.*

As Grimshaw notes, "Right now we are in the midst of several supplement series, have completed a number of four-page white papers for several smaller clients and have several very good prospects in the works. Business is great, and we're not resting for a minute."

## NOTEWORTHY

### NEW EMPLOYEES

IDG WORLD UPDATE

LITTLE

**Darren Little** signs on as sub-editor at *Digit* and *Macworld U.K.* and is charged with copy editing and researching reviews for both publications. He has a B.A. in English literature from Humberside University and diploma in magazine journalism from Highbury College. At the moment he is learning to play guitar badly and plans on hiking up a few mountains this summer.

IDG WORLD UPDATE

ASHCROFT

**Sean Ashcroft** joins *Macworld U.K.* as a production editor, coming from a position as deputy editor at the Automobile Association. He holds a B.A. in philosophy and plays pocket billiards in his free time.

**Jonathan Malysiak** signs on as acquisitions coordinator at IDG Books' Chicago office, where he will be responsible for endorsements, cover copy and research. His last job was with Barnes and Noble as a corporate accounts coordinator. He holds a B.A. in music/theater from Knox College in Galesburg, Ill., and an M.A. in English from Chicago's De Paul University. A former model, he enjoys playwriting, reading, film, theater, opera and restaurant-hopping.

**Teresa Reecer** joins IDG Books in Indianapolis as an editorial accounts manager in the educational sales department. She was previously with Macmillan Publishing where she won the President's Award in sales as a specialty trade manager. She holds a degree in public relations from Indiana University.

IDC in Framingham has hired **Bruce Hollocher** as a field engineer. He comes to IDC from Digital Equipment Corp. where he worked as a senior software engineer. He earned a B.S. in mathematics from the University of Massachusetts/Amherst.

**Jeannette Noyes** gives up life as an independent consultant to come to IDC as a research manager in its Residential Telecom Services department. She is responsible for establishing and managing the research agenda for the department, which helps telecom services and equipment companies better understand their markets and customers. She has a B.A. in history from Wellesley College in Wellesley, Mass., and an M.A. in communications from the Annenberg School at the University of Pennsylvania.

**Ladan Mestchian** joins IDC as a senior data communications analyst, coming from The Yankee Group in Boston, where she held a similar position. She studied physics at London University's Imperial College and enjoys tennis and skiing in her spare time.

Also new to IDC is **Jim Williamson,** who comes aboard as a senior research analyst charged with quarterly server tracking. He previously worked as a financial analyst Digital Equipment Corp. He has a B.S. in finance from Bryant College in Smithfield, R.I., and enjoys hiking.

After freelancing for IDC for almost two years and in a variety of roles, **Kathie Bowen** joins the division as a copy editor, with marketing communications responsibilities as well, for the consulting group. She is currently in her last year at Boston's Northeastern University and expects to earn a B.S. in business administration with a concentration in marketing. A single mother, she manages to find the time to garden and volunteer at a riding program for the handicapped.

IDG WORLD UPDATE

SANCHEZ-KLEIN

Most recently features editor for Computerwire, Plc.'s *Computer Business Review*, **Jana Sanchez-Klein** has joined the IDG News Service as its London bureau chief. She began her journalism career with the *Baltimore Sun*. A graduate of Rice University with a B.A. in political science, Jana continues to contribute food-related articles to publications such as *Veggie Life* and, when not traveling, enjoys French cooking at home.

*Network World* has hired **John Lee** as an IS intern. He recently completed his first year in computer engineering at Worcester Polytechnic Institute in Worcester, Mass. Outside the office he enjoys programming on his own.

### TRANSFERS

**Paula Redden**, formerly group operations coordinator at IDC, has moved down the street to *Computerworld*, where she is circulation coordinator. She supports direct mail and other subscription acquisition programs, maintains list rentals and provides general administrative support to the department. Paula joined IDG in November 1993.

**Kathy Badertscher** makes the move from 501 Second Street in San Francisco, where she was production manager at *The Web* and then assistant production manager at *PC World*, to *InfoWorld*'s San Mateo, Calif., office where she is now assistant managing editor. She holds a B.A. in English/creative writing from the University of California/Davis and likes sports, travel and Toys R Us.

### RETURNING EMPLOYEES

**Juan Carlos Perez** was put on retainer in March by the IDG News Service to be its correspondent in Caracas, Venezuela. Juan began freelancing for the News Service in September 1997. He covers breaking news throughout Latin America and works in close cooperation with the News Service's Latin America bureau in Miami. Before moving to Caracas in August 1997, he was the database beat reporter for *PC Week*. He began covering IT in 1995 as a reporter for @Computerworld.

**Lynn Dartnell** returns to *Macworld U.K./Digit* fold and takes up the positions of production editor at *Digit* and reviews editor at *Macworld*. She studied history at the University of Warwick and enjoys watching Formula One racing.

*All business units are welcome to send information and photos for the Noteworthy section to: world_update@idg.com.*

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**TWENTY-FOUR YEARS**

Ann Clark - IDC

**EIGHTEEN YEARS**

Marilena Goncalves Maia - IDG Brazil

**THIRTEEN YEARS**

Andreas Dunse - IDG Germany
Rudolf Schuster - IDG Germany
Walter Kainz - IDG Germany

**TWELVE YEARS**

Martin Hingley - IDC U.K.
Dagmar Batschat - IDG Germany

**ELEVEN YEARS**

Norman Noble - PC World
Linda Manes Goodwin - PC World
Susanne Kratoschka - IDG Germany
Michael Nerke - IDG Germany

**TEN YEARS**

Jose Martinez - IDG Brazil

**EIGHT YEARS**

Bea Horváth - IDG Hungary
Ica Rodriguez - IDG Hungary
Debora Sordini - IDG Italy

**SEVEN YEARS**

Sonomi Hamanaka - IMS Japan
Noboru Masuda -IDG Japan

**SIX YEARS**

Morten Meilby - IDG Denmark
Marlene Buschbeck-Idlachemi - IDG Germany
Christine Yam - IDG Books

**FIVE YEARS**

Annelise Pedersen - IDC Scandinavia
Michael Riis - IDG Denmark
Takumi Takahashi - IDG Japan
Ulrike Litzba - IDG Germany
Fabian Hernandez - IDG Argentina
Pamela Mourouzis - IDG Books
Zdena Vratislavova - IDG Czechoslovakia
Alena Blahova - IDG Czechoslovakia

**FOUR YEARS**

Anne Ridyard - Macworld (U.K.)
Jose Ralphe Manzoni Jr. - IDG Brazil
Ana Claudia Dos Santos - IDG Brazil
Steven Berkowitz - IDG Books
Jaroslav Vydra - IDG Czechoslovakia
Radka Jiraskova - IDG Czechoslovakia
Ana Orubeondo - InfoWorld

**THREE YEARS**

Aysel Ozken - IDG Turkey
Muzaffer Cakur - IDG Turkey
Theresa Schmid - IDG Germany
Jan Vladyka - IDG Czechoslovakia
Petra Kozichova - IDG Czechoslovakia
Sandy Reed - InfoWorld

**TWO YEARS**

Peggy Tang - IDG Hong Kong
Katrin Gebert - IDG Germany
Kit Gould - PC Advisor (U.K.)
Warren Cruz - IDG Books
Mimi Sells - IDG Books
Tim Sheedy - IDC Australia
Keith Casner - InfoWorld
Gina Peers - InfoWorld

**ONE YEAR**

Ali Engin Talcin - IDG Turkey
Andrea Lengyel - IDG Hungary
Gabriele Dineiger - IDG Germany
Sylvia Weber - IDG Germany
Charles Glimm - IDG Germany
Klaus Maurer - IDG Germany
Michael Galuschka - IDG Germany
Peter Steinlechner - IDG Germany
Martin Deppe - IDG Germany
Dominic Butera - IDG Books
Ted LeVine - IDG Books
David Seminaro - IDG Books
Ying Tong - IDC Singapore
Petr Sorad - IDG Czechoslovakia
Irena Posledni - IDG Czechoslovakia
Tomas Bucina - IDG Czechoslovakia
Craig Hammond - InfoWorld
David Pendery - InfoWorld

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# IDC U.K. No. 1 In — and *On* — the Field!

Looking for new ways to conquer the competition, the soccer* team from IDC U.K. took on the local Dataquest/Gartner squad last month and emerged triumphant with a 6-4 victory. The victors represented the sales, finance and analyst departments at IDC's two offices in the U.K.

IDC took an early lead on a brilliant play by **John Gilsenan**. **Richard Robinson** led all scorers with a hat trick (that's three goals for those not athletically informed). **Andy Doyle**'s penalty goal and a point by **Tim Steadman** rounded out the scoring.

The IDC U.K. team, which plays twice weekly in a local league, ramped up its training efforts to ensure that it was in tip-top shape for the game. European IRS Research Manager **Richard Morland** took his workout gear with him to Framingham, Mass., during a week-long visit to IDC's U.S. headquarters just before the match.

Close to 20 people from IDC U.K., led by head cheerleaders **Lucy Chaudhuri** and **Fiona Macrae**, came to root for the good guys.

**Football to those readers outside the U.S.!*

MERYL SALTER

**(BACK ROW, LEFT TO RIGHT): ERIC OWEN, PHILIP FERSHT, *Andrew Doyle, Richard Robinson, Ian Darbyshire, Mathew Heath, John Gilsenan.*** *(Front row, left to right):* ***Peter Lemon, Andrew Brown, Francesco Corra, Baiju Nakarja, Marcus England, Tim Steadman*** *and* ***Richard Morland.***

## OFF LINE

**Congratulations to all our enthusiastic caption contributors. Winner Jan Winser will have a choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. The honorable mention winners below will receive *IDG World Update* pens.**

### HONORABLE MENTIONS

As hard as he tried, Harold was never able to get past the "This End Up" screen.

**- Eos de Feminis**
*Macworld*

"Yeah, I know. But I've found that if I can't see Windows crash, I don't get quite so upset."

**- William Peterson**
*IDC*

Harold was beginning to regret his decision to go with the cheapest smut filter.

**- Mitch Betts**
*Computerworld*

"The salesman told me this setup completely eliminates eye strain."

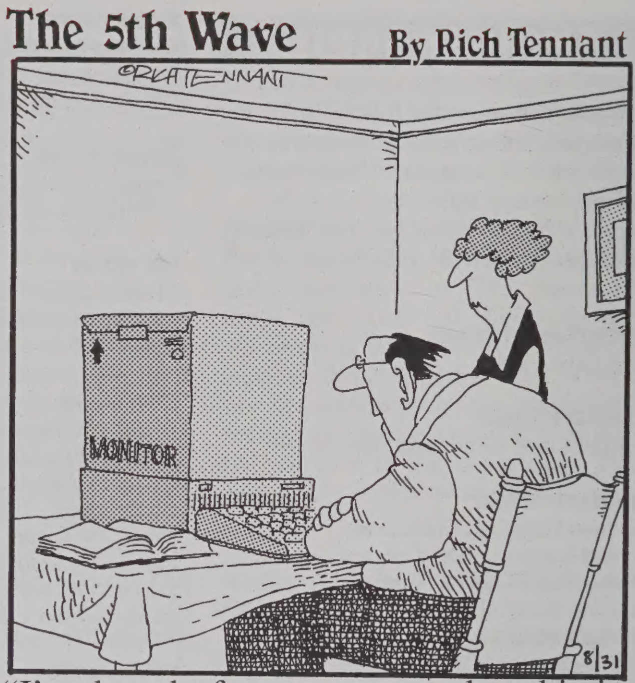
**- Christopher Koch**
*CIO*

"Ya know, Martha, I must have read through this manual seven times, but I still just don't understand how this Internet-in-box thing works."

**- Jeff Heather**
*IDG*

"This pixel screen saver is great. Is it another Windows 95 product?"

**- Tony Stagnitta**
*IDG Australia*



"I've heard of screen savers, but this is ridiculous!"

**- Jan Winser**
*IDG Australia*

---

"A bit plain, perhaps, but I have to confess that I find its brown cardboard interface reassuring to my inner child."

**- Dwight Ramsey**
*IDG Books*

"Well, it solved my 'ugly fonts' problem, but I'm not sure it was worth four hours on hold with tech support."

**- Bill Rinko-Gay**
*PC World*

**RICH TENNANT'S ORIGINAL:**

"Well, right off, the response time seems a bit slow."

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 75 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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June 8, 1998

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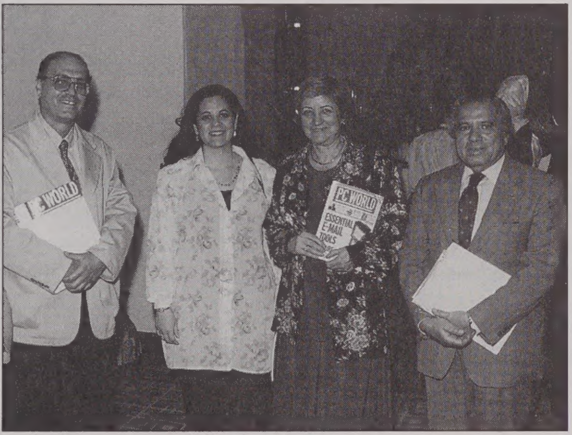
IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

# *PC World Egypt* Debuts

### IDG licensee publishes first IT title to focus exclusively on Egypt



**SEVERAL MEMBERS OF IDG'S NEW PARTNER IN** *Egypt, International Business Associates Group, show off the first issue of PC World Egypt during a reception last month in Cairo. (Left to right):* ***Mohsen Allam****, PCW/E photo editor;* ***Aida Nasr****, Egypt Today;* ***Lyla Allam****, PCW/E coordinating editor;* ***Mursi Saad el-Din****, PCW/E editor-in-chief.*

*PC World Egypt*, the first dedicated Egyptian IT publication ever produced, debuted during a reception May 19 before an enthusiastic gathering of more than 250 advertisers, high-tech executives and government officials.

Organized by IDG's Cairo-based licensee, International Business Associates Group, the reception included speeches by the U.S. Ambassador to Egypt and Egypt's minister of technology.

IDG International Publishing Services President **David Hill** also spoke and chaired an eight-person panel on electronic commerce in Egypt that was notable not only for the caliber of its members but also for the fact that everyone who was invited to participate eagerly accepted. The panel comprised the top executives from the local offices of Hewlett-Packard, IBM, ICL, Unisys, Oracle and Zaknet, as well as the leaders of the Egyptian Internet Society and Middle East Network Solutions.

According to Hill, the panelists' enthusiasm, as well as the large attendance at the reception, reflected the pride the Egyptian market feels at having an IT publication to call its own. From 1991 to 1997 IDG had a license agreement with another Cairo-based publisher, but both *Computerworld Middle East* and *PC World Middle East* had regional coverage and distribution.

*PC World Egypt* has a print run of 5,000, and a subscription campaign is under way. It is published in English. There are several competing titles published in Arabic that have a regional focus, but none of them are

• CONTINUED PAGE 5 •

# Keith Newman Named CEO of IDG's Channel Services Group

**KEITH NEWMAN JOINS IDG FROM CMP** *where he served as publisher of Computer Retail Week.*

**Keith Newman** has joined IDG's Channel Services Group as CEO of the San Mateo, Calif.,-based publisher of *Solutions Integrator* magazine.

Newman joins IDG from CMP, where he was a senior executive in the company's Channel Group and publisher of *Computer Retail Week*. As the founding editor of that publication, he is credited for expanding CMP's channel product line, including the launch of the publication's award-winning Web site, a

• CONTINUED PAGE 5 •

## IN BRIEF

# *PC World* Ad Pages Continue to Outpace Competitors'

What goes up does not necessarily have to come down. For the first four months of this year, *PC World*'s ad pages increased by more than 18%, while the competition's page counts slid.

According to *Computer Publishing and Advertising Report*, *PC World* now carries, on average, more ad pages than *PC Magazine*, which has seen its ad pages slip nearly 8% in the same four months.

**_Computer Publishing & Advertising Report_'s**
**Computer Periodical Ad Page Index***
**January through April 1998**

| | **YTD98** | **YTD97** | **%Change** |
|---|---|---|---|
| PC World | 920.6 | 778.3 | 18.3% |
| PC Magazine (BW) | 1,831.4 | 1,985.0 | -7.7% |
| PC Computing | 821.6 | 854.2 | -3.8% |
| PC Week (W, T) | 1,721.8 | 1,976.0 | -12.9% |
| Computer Shopper | 2,495.4 | 2,886.5 | -13.6% |

BW = Biweekly W = Weekly T = Tabloid
Source: CPAR, May 11, 1998
*Figures compiled by CPAR from page counts supplied by publishers.

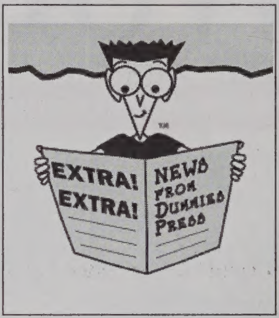
"Ad space naturally migrates toward the publishing environment where it's most successful," commented *PC World* Publisher **Jeff Edman**. "*PC World*'s dramatic gains in market share are the result of carefully positioning the magazine for the right audience at the right time. Advertisers are voting with their media dollars because they're confident their messages will have greater impact in *PC World*."

AdScope's *Media Industry Newsletter* reports *PC World* outpaced the market and increased its page counts by more than 24%. As the newsletter points out in its May 11 issue, Ziff-Davis is "in the most unfamiliar position of seeing all three parts of its perennial category-leading triumvirate — *PC Magazine, Computer Shopper*, and *PC Week* — down in both pages and revenue."

## NEWS YOU CAN USE

The IDC library in Framingham, Mass., has compiled a worldwide listing of 14 IDC libraries including hours, policies and contents of the collections. Contact Librarian **Merrill Walsh** at mwalsh@idc.com for the list, which is available in hard copy or electronic format, or to get your IDC library included in the list.

# Dummies Perfect for Parodies


EXTRA!
EXTRA!
NEWS FROM DUMMIES PRESS
TM

What do David Letterman's late-night TV show and *Mad* magazine have in common? They've both done high-profile parodies of IDG Books' "For Dummies" brand.

On April 4, Letterman said that given the success of the movie *Titanic*, there should be a *Titanic For Dummies* book, and he held up a mock cover. Then on April 29, Letterman again plugged the series with a skit about new books, and one of the mock covers he displayed was *Dummies For Dummies*.

*Mad* magazine, a popular parody publication, included a faux memorial to U.S. Vice President Al Gore, who considers himself a champion of the environment. The cartoon depicted a copy of *Tree Hugging for Dummies*. According to Senior Public Relations Manager **Mimi Sells**, "*Mad* may be goofy....but they're smart enough to know that there is instant name recognition in the ...*For Dummies* brand!"

## TELEPHONE CHANGES IN SPAIN

**Telephone numbers in Spain have changed to a new system, with the addition of a provincial code after the country code.**

**The following numbers should be now used for IDG Spain:**

**Main office in Madrid:**
**Main tel: +34-91-319-40-14**
**Fax: +34-91-319-61-04**

**Managing Director Paco Zabala:**
**Tel: +34-91-308-24-48**
**Fax +34-91-319-65-05**

**Barcelona office:**
**Tel: +34-93-414-6866**
**Fax: +34-93-414-7327**

## Did You Know?

After English, IDG has more publications in Spanish than in any other language.

# ON LINE

## JOHN KILCULLEN

*The CEO of IDG Books Worldwide is this week's columnist.*

**Q Will IDG employees be included in the "friends and family" program as part of the IDG Books IPO?**

A We would love to offer all 9,000 IDG employees the opportunity to purchase stock in the IDG Books initial public offering, but unfortunately, we cannot. There are two reasons why we are faced with this predicament. First and foremost, the allocation of the shares in the Directed Shares Program, commonly referred to as the "friends and family" list, has not been determined at this point, but both the size of the pool and the distribution of the shares are strictly governed by securities laws and NASD regulations. In addition, all decisions are subject to final approval by the three underwriters of the offering. Our underwriters, led by Morgan Stanley, and the IDG Books advisory board at our last ORB meeting instructed us to allocate the stock in the Directed Share program to vendors, customers, suppliers, business associates and strategic partners who can help us grow the future enterprise value of our new, publicly held company. Consequently, with over 10,000 customers in the U.S. alone, we have a difficult task ahead of us in deciding how to reward our customers for helping us grow our company over the last eight years, and, more importantly, to provide recognition to those individuals to continue to help us grow in the months and "quarters" ahead. At our annual Book Expo of America show in Chicago two weeks ago, President and Publisher **Steve Berkowitz**, and I were amazed that so many customers were keenly interested in participating in our Directed Share program. I hope everyone understands that, with 9,000 IDG employees, it would be logistically impossible to administer a program that would be fair and equitable and IDG employees are better served by having the company's directed share program oriented toward improving the enterprise value of the company (and let's not forget the IDG ESOP).

The second reason is that the size of the directed share program is relatively small since IDG is only offering to the public a minority stake in IDG Books. In short, we have a huge challenge to make this program work, especially to benefit those who have contributed directly to our success.

With that said, although the Class A common stock is not available for sale to IDG employees in the public offering, because, by definition, it is being offered for sale to the "public," it should be possible for interested investors, including IDG employees, to buy shares in the market, through your broker upon completion of the offering, though not necessarily at the public offering price. As I am sure you know, market prices may be higher or lower than the initial public offering price once the stock is traded. I hasten to add that past performance is no indication of future results (OK, the lawyers made me add this).

**IDG is debt free and has enjoyed being a private company since 1964. Why then, is IDG Books going public?**

When we were first approached over five years ago to consider the possibility of taking IDG Books public, we resisted the temptation because it was the wrong decision for the business at that time. Our young company was too fragile and ill prepared for an undertaking of this magnitude. Currently, however, our business is faced with a different set of challenges, including rapid growth from Microsoft's publishing arm, Microsoft Press, and intense competition from No. 1 player Macmillan Reference Group, which was recently acquired by venture capital firm, Hicks Muse, Tate & Furst, whose stated ambition is to use the Macmillan Reference Group as a platform to be a significant publishing player via a "build and grow" investment strategy. Another factor is the constant competition for talent, the people who make IDG Books great. In the Silicon Valley area, where close to half of our 438 employees are located, we consistently lose staff to Internet and public companies, as I am sure our West Coast IDG colleagues can attest. The allure of stock options is real. We are not blind to the changing dynamics of our business. We will continue to pursue new ways to accelerate our growth to remain competitive and to stay focused on the people behind the books who are such a critical foundation to our success.

Today, our company is better managed and our infrastructure is light years ahead of where it was five years ago. Due to the tireless efforts of Steve, **John Ball**, **Brenda McLaughlin** and **Jim Doehrman**, along with their respective managers and staff, we are in a position to pursue an IPO to help us compete and grow. This group is extremely committed to our long-term success and they have endured endless personal sacrifices to get us this far. Without their leadership, we would probably pass on going public yet again. Believe me, this whole process is stressful, unpredictable and fraught with risk. Yet, rewards come to those who persevere and create innovative brands while executing a profitable growth strategy over a long period of time. I give **Pat [McGovern]** a lot of credit for his unwavering support of our contrarian company. Together, we are eager to increase the corporate value of IDG.

In summary, there are four main reasons why our business unit, with the full support of Pat and our advisory board, decided to file a registration statement with the SEC for an initial public offering.

1) Gain greater visibility in the media and with our key customers (close to 90% of our Top 20 customers are publicly held).

2) Attract and retain key personnel.

3) Provide "currency" to grow via acquisitions.

4) Provide the business unit with its own working capital, complete with an independent board of directors, to grow the business.

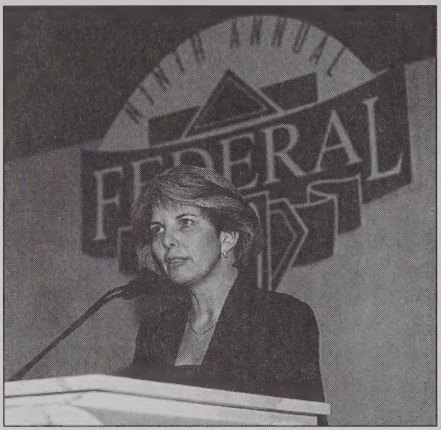
• CONTINUED ON PAGE 7 •

# *FCW*'s Fed 100 Program Draws Record Attendance

*Federal Computer Week* has done it again. The publication's ninth annual Federal 100 awards program was bigger and better than ever, attracting a record 1,142 attendees and, for the third consecutive year, posting a profit. The event took place March 25 in Washington, D.C.

The awards program honors 100 individuals in the federal IT arena for their contributions to improving government and its delivery of service to its citizens through the use of information technology. The winners are nominated by their peers — *FCW* readers — and are selected by an independent panel of judges.

The honorees' work reflected a number of themes, among them the Year 2000 problem, electronic commerce, encryption and security issues, and, from the perspective of industry executives, new ways of working with the government as a customer.



**EDIE HOLMES, PRESIDENT/CEO OF** *FCW Government Technology Group, addresses the award winners.*

Two Fed 100 honorees from industry and government — Dan Young from Federal Data Corp. and Franklin Raines from the Office of Management and Budget — received this year's Eagle Awards for their exceptional contributions. Eagle Awards are not announced until the ceremony and are judged by independent professional organizations.

"The Fed 100 awards remain important because they recognize that people, not systems or technology, are the key element in the success of any program," noted *FCW* Editor-in-Chief **Anne Armstrong**. "The awards offer us an opportunity to recognize public servants who often work in relative obscurity and without much thanks. What began as a way to say thanks has become an important industry event. We are delighted to make this homecoming possible each year."

*FCW*'s hard work has paid off. "The popularity of the Fed 100 has grown to the point where it literally sells itself," said *FCW* Marketing Events Manager **Kay Murray**. "If you work in the federal IT market, you have to be there. The networking opportunities are a huge selling point for this event."

*FCW* has created four major sponsorship opportunities for the awards ceremony evening, which consists of a formal cocktail reception, dinner, awards presentation and champagne/dessert reception. One hundred and one tables were sold this year, up from 90 in 1997. In addition, three levels of advertising were sold in the glossy program booklet.

### Supplementary revenue

As it does each year, *Federal Computer Week* included a supplement in its issue the week before the awards ceremony with profiles and photos of the judges and the winners. This year's 28-page supplement included eight pages of advertising. (A list of the winners is on the *FCW* Web site at <http://www.fcw.com/pubs/fed100/1998/winners.htm>.)

One major change for the Fed 100 this year was the change in location from a hotel to the National Building Museum. Not many venues in Washington can accommodate such a large gathering as the Fed 100, Murray noted, and the move to the Building Museum, with its beautiful marble and stone interior, added class to the event. The facility is used for inaugural balls and other gala events, including tonight's presentation of the Computerworld Smithsonian Awards.

Next year's Fed 100 will be held at the National Building Museum on April 26 with humorist Dave Barry as the guest entertainer.

## FCW CREATES FED 100 SCHOLARSHIP PROGRAM

**As one way of showing support for the federal IT community, the staff of *Federal Computer Week* has decided to take some of the profit from the Fed 100 program and put it toward a scholarship program.**

**The Federal 100 Award Scholarship program was created earlier this year and the first two recipients will be named later this month. There will be two academic scholarships of $5,000 each; one each for an undergraduate and a graduate student who demonstrate a desire to combine a career in public service with an information technology background.**

**"With these scholarships, we celebrate and honor the achievements of 100 federal public servants and industry leaders who have devoted their time and energy, their minds and their talents to advancing government programs through the use of information technology," said Edie Homes, president/CEO of FCW Government Technology Group. "These Federal 100 scholarships are intended to encourage and foster such contributions in the future from the next generation of IT professionals."**

**Applicants must have a grade point average of at least 3.4, submit letters of recommendation and write a 500-word essay on how IT can improve or enhance one government program, function or process of their own choosing.**

**For more information on the scholarships or the Fed 100 Awards, contact Kay Murray at kmurray@fcw.com.**

# Job Opportunities ~ June 8, 1998

**Sales Associate (CHSG)**
Solutions Integrator, the partner of choice for IT Suppliers and Resellers on Channel related technology and business solutions, has a great opportunity in our Rochelle Park, NJ office for a detail-oriented self starter to provide sales/administrative support to 3 Regional Sales Managers. Working in a fast-paced, team-oriented environment, the individual in this position will maintain the sales/prospect databases, analyze the competition, provide strong customer service to clients and prepare sales presentations. The position requires proficiency with Lotus Notes, Word, Excel and PowerPoint, solid organizational skills, strong written/verbal communication skills and the ability to work independently.
*Location: Rochelle Park, NJ*
Contact: M. Maynard, Fax: 508/935-4600, Phone: 508/935-4777, Email: maria_maynard@idg.com

**Associate Editor (Computer Currents)**
National computer magazine seeks associate editor to assign, edit, write, and manage features, reviews, and how-to articles. Candidates should have 3 years+ magazine experience and be experienced with the PC or Mac and a range of programs. Editing and writing skills a must.
*Location: Berkeley, CA*
Contact: M. Riofrio, Fax: 510-527-4106, Phone: NA, Email: mriofrio@compcurr.com

**Copy Editor (CW)**
Computerworld has an immediate opening for a skilled copy editor. Responsibilities will include editing and proofreading copy for grammar, consistency and style; writing headlines; and producing pages on Quark XPress. A sharp eye for detail and ability to work under daily deadlines required. Bachelor's degree and at least two years of copy editing experience is preferred.
*Location: Framingham, MA*
Contact: P. Fowler Sheer, Fax: 508/879-3760, Phone: 508/820-8647, Email: piper_sheer@cw.com

**Staff Writer (CW)**
Responsible for producing quality news and technical section copy on a weekly basis under direction of the assistant news editor, news editor and sections editors. The staff writer will be assigned to report and write several stories per week about user organizations, new product announcements, conferences and technical developments within the computer industry and user community. Those stories will involve extensive telephone interview work, personal contact with users and vendors and travel to user, vendor and conference sites.
*Location: Framingham, MA or Burlingame, CA*
Contact: P. Fowler Sheer, Fax: 508/879-3790, Phone: 508/820-8647, Email: piper_sheer@cw.com

**Financial Analyst (FCW)**
Responsible for monthly financial reporting, forecasting and analysis of results. Prepare monthly accruals and P&L reports, assist with preparation of annual budgets and manage day to day financial activities. Ideal candidate will have a BS/BA in Accounting, Finance, and 3-4 years related work experience preferably within a publishing environment. Excellent communication skills with the ability to multi-task in a deadline driven, fast paced team environment are a must. The candidate must have spreadsheet analysis experience and understand the standard accounting procedures within a Finance Department and be able to work closely with various departments. *Location: Falls Church, VA*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

**Accounting Assistant (ICE)**
Reporting to the VP of Business Operations, the individual in this position will be responsible for accounts receivable, cash receipts, accounts payable, vouchering and general ledger data input. Specifically vouchering A/P, entering and posting A/R and A/P to general ledger and general ledger reconciliation to the budget. This person will also maintain various databases and perform duties in the company's Trade Show Registration Operations. Including telephone and written interaction with customers and vendors. Candidates must be computer literate with experience in spreadsheets, databases and word processing. Two years of bookkeeping experience along with accounting courses or a BS in accounting.
*Location: Framingham, MA*
Contact: M. Maynard, Fax: 508/935-4600, Phone: 508/935-4777, Email: maria_maynard@idg.com

**Intern, Latin America Research (IDC)**
The successful candidate will be responsible for conducting primary, and secondary IT-related market research in the IDC library and/or through discussion with IDC analysts and industry contacts. Will interact with clients within IS organizations, computer vendors, and industry professionals over the telephone as necessary. Will work on various projects. Requirements: Highly motivated individual with the ability to work independently, computer industry knowledge, good people and writing skills, CD-ROM/Internet searching experience, and Microsoft Windows/Word/Excel experience. Past research experience a plus. *Location: Miami, FL*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

**Intern, Services (IDC)**
The Services group seeks a summer intern for the Support Service Database program. This position requires a high energy, detail oriented person to research the service policies of high tech companies and to drive the populating and updating of an on-line database product. The intern will also provide critical customer service support to IDC clients. Knowledge of Microsoft Office software, the Internet, and Lotus Notes is desirable.
*Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idc.com

**Interactive Product Marketing Manager (IDC)**
IDC's Interactive Products & Services Group is currently looking for a Product Marketing Manager to manage product marketing (including pricing, training, positioning, and enhancements) of IDC's Internet-based products. The Product Marketing Manager will drive short- and long-term sales opportunities through product marketing communication programs, sales support, and direct customer interaction. We are looking for product marketing experience (2+ years) at a software, networking, or systems company, experience with Internet and knowledge of Internet-based products and markets required and a high degree of technical understanding with the ability to learn quickly, think creatively, and demonstrate strong communication, presentation and writing skills. Willingness to travel (up to 25%) required. *Location: Framingham, MA*
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

**Associate Research Analyst, CIA/IRS (IDC)**
IDC's Investment Research Services/Custom Information Access program provides customer defined research support to a variety of organizations, such as: brokerage firms, commercial banks, investment banks, money-managers, advertising/PR firms, technology related vendors, and accounting/consulting firms. The program is designed to provide access to IDC's full complement of research services through a carefully managed client-support mechanism. The analyst account managers support a defined client franchise through both inquiry-on-call and proactive research support. The analyst is responsible for managing all client requests and contributing to larger research projects and initiatives, as well as working closely with sales colleagues throughout the new and renewal sales process. Some responsibilities include: client management, inquiry support, and custom project management (client driven & program specific). In addition, the analyst is expected to maintain knowledge of IDC products and all segments of the IT industry. *Location: Framingham, MA*
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

**Senior Research Analyst, Outsourcing (IDC)**
IDC's Services research group is looking for a Senior Research Analyst for the Outsourcing Program. This person will be responsible for managing all aspects of the research practice including research identification, methodologies and the creation of research products. Candidates for this position will possess an understanding of the outsourcing business and an interest in building a reputation as an industry expert on this subject. In addition this position requires strong customer management skills and the ability to present to large audiences. Candidates must have 5 to 10 years of experience. An MBA with a background in Finance is preferred. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idc.com

**Quality Assurance/ Technical Support Representative (IDC)**
IDC's Interactive Products & Services Group is currently looking for a Quality Assurance/Technical Support Representative to be responsible for ensuring top quality standards for our interactive product line. Specifically, the incumbent would be responsible for testing problem reports and new product features, conducting systematic spot checks on documents coming from our internal publishing group, and performing routine system maintenance. Other critical responsibilities include conducting regression and limits testing, where appropriate, on new software systems; and confirming bug fixes. The role of the Quality Assurance/Technical Support Representative would be instrumental in release approvals and developing a QA plan that would secure the expected level of quality our customers demand. The ideal candidate will have experience in testing and formal quality assurance of software, familiarity with/ interest in Internet, and Lotus Notes, exposure to Win95, Office 95/97 desirable. College graduates preferred. *Location: Framingham, MA*
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

**Technical Customer Support Representative (IDC)**
IDC's Interactive Products & Services Group is currently looking for a Technical Customer Support Representative to be responsible for supporting customers' technical needs with IDC's cutting edge interactive products. In addition to providing strong technical support, the incumbent would also be involved with call and bug tracking, problem verification and testing, and developing and enhancing product documentation, marketing collateral and training material. As there is a great deal of customer interaction, the Representative will also help identify and propose improvements in product areas and test and critique new enhancements developed by engineering. We anticipate that this role will also be responsible for conducting product training for both customers and IDC staff, as time permits. The ideal candidate will have experience in a customer or end-user support role, preferably for a software or Web-based product, familiarity with/ interest in the Internet, and exposure to Win95, Office 95/97 desirable. College graduates preferred. *Location: Framingham, MA*
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

**Receptionist/Office Administrator (IPS)**
IDG's International Publishing Services (IPS) seeks an energetic, professional receptionist/office administrator for its busy downtown office. Will be responsible for meeting, greeting and directing all visitors, answering the main telephone line, and acting as the first point of contact for IPS. Other responsibilities include domestic and international mail and package processing, filing, providing general administrative support for staff and handling building/landlord related issues. Will also provide administrative support for division President. Ideal candidate will be highly organized and efficient, pleasant, and be able to work independently with little supervision. Excellent written and oral communication skills required. Must have solid PC skills and knowledge of Microsoft Word and Excel. Lotus Notes experience preferred. Prior experience working in an office environment is helpful. *Location: Boston, MA*
Contact: M. Maynard, Fax: 508/935-4600, Phone: 508/935-4777, Email: maria_maynard@idg.com

**District Sales Manager (IS)**
Primary responsibilities include selling display advertising and servicing strategic business and technology accounts such as Visa, Sun, Bank of America. East Coast based travel required. Ideal candidate will be an experienced sales professional with an excellent track record for selling business and technology accounts. *Location: New York, NY*
Contact: C. Lucanegro, Fax: 415-733-5401, Phone: 415-733-5437, Email: cheryll@thestandard.net

**Subscription Assistant (IS)**
The Industry Standard is seeking a talented and highly motivated Subscription Assistant to join our team. You will be responsible for overseeing the daily activities related to Distribution and Customer Service as well as providing general support to the Circulation Department.
*Location: San Francisco, CA*
Contact: L. Hitchcock, Fax: 415-733-5401, Phone: 415-733-5408, Email: lorih@thestandard.net

**Subscription Marketing Manager (IS)**
The Industry Standard is seeking a talented, experienced and highly motivated Subscription Marketing Manager to join our team. You will be responsible for effectively planning, managing and directing all marketing efforts for generating subscription business for The Industry Standard while keeping expenses within the planned budget. *Location: San Francisco, CA*
Contact: L. Hitchcock, Fax: 415-733-5401, Phone: 415-733-5408, Email: lorih@thestandard.net

**Reporter/Writer (IS)**
The ideal candidate will be a highly motivated, highly aggressive reporter with a minimum of 2 years of business news or tech experience. She/he must have a strong interest in business news or tech experience and desire to match skills against an array of powerful competitors on major national stories. This candidate will be responsible for covering a major business/tech beat and producing several great stories per week. *Location: San Francisco, CA*
Contact: J. Weber, Fax: 415-733-5403, Phone: 415-733-5474, Email: jonathanw@thestandard.net

**Senior Media Editor (IS)**
This ideal candidate will be an exceptional writer with strong reporting skills, an interest in business news and a minimum of 10 years of experience with a major publication. This position will be covering "big media" as it intersects with the Internet, the book and magazine industries, the television industry, parts of the entertainment industry that are in New York, and to a lesser extent, the advertising industry. *Location: New York, NY*
Contact: J. Weber, Fax: 415-733-5403, Phone: 415-733-5474, Email: jonathanw@thestandard.net

**Account Executive, Marketplace (IS)**
Here is a wonderful ground floor opportunity for an eager, energetic, highly motivated individual to jump into sales. The Industry Standard, The Newsmagazine for the Internet Economy, is expanding its marketplace ad sales efforts. The ideal candidate will have the opportunity to manage their own territory and be responsible for selling marketplace advertising for the print publication and web site, prospecting and developing new business, while servicing current accounts. Good record keeping and reporting skills are essential. Must be highly motivated to think out of the box and seize new opportunities. The ideal candidate will have experience in a sales environment and have excellent written and verbal skills. Must enjoy a dynamic, energized environment. *Location: San Francisco, CA*
Contact: K. Sharbrough, Fax: 415-733-5401, Phone: 415-733-5438, Email: kayes@thestandard.net

**Assistant Lab Director (Mac Pub)**
Mac Publishing seeks top-notch Assistant Lab Director to implement and oversee processes in the lab for how projects are requested, confirmed, scheduled, presented, and archived. In this position, you will document and communicate processes to staff. You will insure labs analysts have what they need to meet deadlines. This includes renting and purchasing equipment, plus scheduling freelancers and temps. Ideal candidate will take responsibility for a technology area that complements the expertise of the labs staff, research products, test products, and write reviews as schedule permits. This person will travel to trade shows and host meetings with vendors. Ideal candidate should have excellent interpersonal and communication skills. *Location: San Francisco, CA*
Contact: J. Pittelkau, Fax: 415-442-0766, Phone: 415-243-3605, Email: jeff_pittelkau@macworld.com

**Infographics Researcher/Coordinator (NW)**
Create award winning information graphics. The NWW Art Department is seeking an upbeat researcher/coordinator to elevate our infographics to the next level. Interact with designers and reporters to formulate exciting, in-depth and practical graphics. Ideal candidate must be flexible, highly organized, self-motivated and a team player. Must work well with minimal supervision and enjoy doing aggressive research. Should have experience in research and reporting. Ability to visualize end-results and familiarity with network technology a plus. Opportunity for growth.
*Location: Framingham, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

**Print Buying Coordinator/Supervisor (NW)**
Network World, the newsweekly of enterprise network computing, is seeking a print Buying Coordinator/Supervisor in our Framingham, MA office. This diverse and highly interactive position oversees all aspects of print buying from vendor selection, customer service, estimating, billing and scheduling. Individual will also assist with the weekly production cycle which includes checking ad specs and communicating with the printer. Experience with digital files a plus. Qualified candidates must have exceptional customer service skills, print knowledge and diversified experience with software (Mac & PC)--database management a plus. Experience with Microsoft Office, Quark, PageMaker, Photoshop and Illustrator preferred. Individual must be highly organized, detail oriented and be able to manage multiple priorities. Ideal candidate must be flexible and be able to work independently as well as be a team player. Opportunity for growth. *Location: Framingham, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

**District Sales Manager (NW)**
Looking for an energetic, highly motivated sales person to join our expanding Northern California team. Responsibilities include creating effective sales strategies and pursuing all advertising opportunities in assigned territory. Individual will be responsible for growing existing accounts and selling multiple Network World products to clients and ad agencies in the Northern California market. This position requires excellent verbal and written communication and organizational skills. Advertising sales experience is strongly desired, preferably in high-tech industry. Knowledge of technology and telecommunications a plus. Demonstrated closing and creative problem solving skills necessary. *Location: Santa Clara, CA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

**Sales Assistant (NW)**
Seeking Advertising Sales Assistant to provide support to 2 District Sales managers in our Santa Clara Office. Individual must have excellent customer service, organizational and communication skills. Responsibilities include interfacing with advertisers and ad agencies, handling all types of customer inquires, preparing sales proposals, gathering marketing and competitive research, generating various reports, maintaining client databases. Computer experience required, specifically Microsoft Office and the web. Experience with ACT and LEXIS/NEXIS a plus. Ability to work in fast paced, team environment, manage multiple priorities and take initiative.Opportunity for growth. *Location: Santa Clara, CA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

**Regional Ad Manager (Web Shopper)**
The Regional Ad Manager will be responsible for selling online advertising to and servicing accounts in the Western region. He/she will be familiar with online technology, understand audience measurement techniques, interpret research, capitalize on the advantages of online vs. print, and know how to successfully differentiate and sell competitively in predominantly consumer markets. As the business is in launch, there will be little administrative support and heavy travel and client loads will be the norm. Successful candidates should have proven sales expertise, excellent communication and organizational skills, and the discipline to work independently and stay motivated with minimal supervision. A track record of successfully selling into retail and consumer (in addition to technology markets) is recommended. Previous online space experience a plus.
*Location: San Francisco, CA*
Contact: B. Giller, Fax: 415-975-2664, Phone: 415-267-4512, Email: bill_giller@webshopper.com

**Sales Representative (IFW)**
InfoWorld is seeking a Sales Representative for the recruitment advertising division. You will prospect, sell and maintain recruitment advertising for our publication. Require 2-3 years of telephone and/or outside sales experience, preferably in recruitment advertising, and excellent customer service and communication skills. Knowledge of Windows 95, Lotus Notes, and Desktop Publishing preferred. BA/BS in marketing business, or equivalent, knowledge of the computer/high-tech industry, and internet experience highly desired. *Location: Flexible*
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: resumes@infoworld.com

# New Licenses Signed Last Month in UAE, Morocco, Ukraine

**IDG INTERNATIONAL PUBLISHING** *Services President* ***David Hill*** *(left) welcomes CPI Director* ***Dominic DeSousa*** *to the IDG fold.*

### PUBLICATIONS IN THE PERSION GULF

IDG has signed an agreement with a new licensee, CPI, in the United Arab Emirates. CPI will produce four IDG publications, three of them in English, serving the Persion Gulf region, primarily Saudi Arabia, the United Arab Emirates and Kuwait.

- *Computer News Middle East.* This biweekly title is currently the No. 2 IT title in the region and quickly catching up to *Arabian Computer News. CNME* will retain its title and has begun incorporating *Computerworld*-style content.
- *RAM.* This existing monthly will be renamed *Reseller World* beginning with the June issue.
- *Network World.* Slated to launch as a monthly before October.
- *Computerworld.* An Arabic edition of *CW* will be launched before October.

For more information, contact **Dominic DeSousa** at dom@emirates.net.ae.

### PC WORLD MOROCCO

The company that currently publishes the bi-weekly *Info Magazine*, the only IT-dedicated title in the market, will relaunch the publication as *PC World Morocco* beginning in September. However, advertising customers interested in Morocco may begin booking ads into the publication through IDG Marketing Services effective immediately.

*Info Magazine*'s circulation is 9,000 and includes both subscription and newsstand distribution. It will be published in French and will remain biweekly.

For more information, contact Editorial Director **Natalia Sagrichvili** at natalia@marocnet.net.ma.

### INTERNET UKRAINE

The publishers of *PC World Ukraine* signed a license agreement for a monthly print magazine about the Internet beginning in September. *Internet Ukraine* will be published in Russian.

The content will combine IDG editorial from various sources, including *The Web* magazine online and the *CIO* "Web Business" edition. The planned circulation is 4,000 by the end of 1998.

For details, contact PC World Ukraine Director **Vyacheslav Makhankov** at vim@pcworld.kiev.ua.

---

### NEWMAN

*continued from page 1*

training division and trade show. Previously, Newman held editorial and sales roles for several other CMP and Ziff-Davis properties. He also held marketing positions at former PC reseller Businessland, Inc.

"Keith's experience and outstanding achievements in information services for the channel market will accelerate IDG's expansion of its family of channel products and services," said IDG Chairman **Pat McGovern**.

In addition to *Solutions Integrator*, IDG's Channel Services Group offers an array of research and exposition resources designed to meet the growing demand for information on IT channels worldwide.

IDG's fast-growing family of channel-related publications includes the recently launched *Solutions Integrator* in the U.S. market, *Computer Reseller World* in China, and *Computer Partner* in the Netherlands. IDG now publishes 18 channel publications in 17 countries, serves IT resellers through trade shows such as Internet Commerce Expo (ICE) and provides channel-focused research services through its global research company, IDC. In addition, IDG Channel Services Group hosts four IT channel events in conjunction with Baptie & Company, focusing on distribution channels across Europe, Latin America, North America, Asia, the Middle East and Africa.

---

### PC WORLD EGYPT

*continued from page 1*

strong contenders.

*PCW* is regarded as one of the highest quality magazines of any type published in Egypt. Its parent company publishes several other non-IT titles, including *Egypt Today*, a lifestyle magazine, and *Business Today Egypt*.

For more information, contact Publisher **Ann Marie Harrison** at amh@egypttoday.com.

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International Business
Associates Group
24 Syria Street
Mohandiseen, Cairo
Egypt

Tel: +20-2-357-1372
Fax: +20-2-357-1340

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### MORE CHANNEL CHANGES

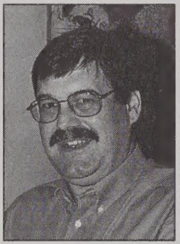
**John Spensieri, start-up publisher for Solutions Integrator magazine, will assume the newly created role of executive vice president for global channel services at IDG Marketing Services. Reporting to IMS President Peter Horan, Spensieri will focus on communicating IDG's global strength to key U.S. distributors and channel customers.**

## NOTEWORTHY

### PROMOTIONS

IDG Books' Indianapolis-based Acquisitions Editor **Andy Cummings** has been promoted to senior acquisitions editor. "Andy has played a key role in launches of series such as "One Step at a Time" and has worked creatively with sales and marketing people to maximize promotional opportunities for a variety of titles," said Acquisitions Manager **Nancy Stevenson**. "Andy also has a great talent for working with authors to ensure that books on a variety of topics stand out from the competition."

### NEW EMPLOYEES


IDG WORLD UPDATE

FRENNING

IDC Scandinavia welcomes two employees to its Copenhagen office. Most recently an Internet and Unix product manager at Siemens-Nixdorf, **Peter Frenning** joins IDC as director of the Internet Expertise Center. He studied at the Danish Institute for Computer Science but was "lured into the industry before the final exam." In his free time, Peter is an amateur radio operator and dabbles in the garden.

IDG WORLD UPDATE

HÅLLÉN-KRAGH

**Charlotta Hållén-Kragh** has been hired for the newly created Nordic marketing coordinator post. After graduating from South Bank University in London with a marketing degree, Lotta remained in the city to handle sales and marketing for Primavera Systems. Outside the office, Lotta enjoyes rollerblading and aerobics.

---

**Abby Ba** comes to IDG's Framingham office as an associate financial analyst. She holds a B.A. and an M.B.A. in finance from Bryant College and enjoys outdoor activities in her free time.

**Amy Cray** joins IDG as an human resources information systems specialist, coming from Draper Laboratories where she held a similar title and customized an integrated human resources/benefits/payroll database. She earned a management B.S. from Bentley College in Waltham, Mass., and an MIS certificate from Harvard University's Extension School. Outside the office she likes to ski, camp and go to cultural and sporting events.

---

**Janet Engelbrecht** joins the Channel Services Group in Framingham as a senior regional sales manager, coming from Mecklermedia's *Internet World* magazine. She has a B.A. in English and enjoys creative writing and reading mysteries and non-fiction. She recently began taking voice lessons.

---

WILSON

After working as a consultant for the division, **Lisa Wilson** comes to IDG World Expo's Falls Church, Va., office as a full-time executive assistant/sales. She previously worked for Reed Exhibition Companies as a sales administrator. She has a degree in business administration with minors in human resources and marketing. Away from the office she is the team manager for her two childrens' soccer team and her husband's softball team.

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*Network World* has hired **John Lee** as an IS intern. He recently completed his first year in computer engineering at Worcester Polytechnic Institute in Worcester, Mass. Outside the office he enjoys programming on his own.

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A recent graduate of Nichols College in Dudley, Mass., with a B.S. in business administration with a concentration in accounting, **Christopher Davis** is putting his education to good use as an accounting assistant at *CIO*. When not juggling numbers he can be found shooting hoops on the basketball court.

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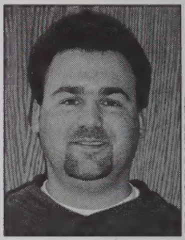
**Donna Dugo** joins *InfoWorld*'s Midwestern sales office as an account manager in recruitment advertising. She was previously with Crain Communications, Inc. and sold recruitment ads for *Advertising Age*.


IDG WORLD UPDATE

ENGBER

**Max Engber** joins the *InfoWorld* IS department as a desktop support specialist. He most recently held a similar job at RHI Consulting. Outside the office Max is a sports enthusiast.

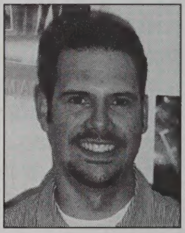
---

Marketing Director **Chris McGarry** comes to *Computerworld*'s Burlingame, Calif., office from a position as advertising manager at Adaptec. He will be heading up *CW*'s marketing team and work on fully integrated internal/external communications projects and promotions. Chris is a graduate of California State University at San Francisco and finds time for kids, dogs, basketball and wine.

---

Associate Editor, Reviews **Cameron Heffernan** comes to *PC World* from IMSI where he was a product manager for Voice Direct. He holds a B.S. in journalism/history from Syracuse University's Newhouse School and enjoys travel and scuba diving in his off hours.

### TRANSFERS


IDG WORLD UPDATE

STAMATES

**Steve Stamates** moves from *InfoWorld*'s marketing department to *Computerworld*'s Burlingame, Calif.-based marketing group, where he will be a copywriter. He joined *InfoWorld* directly upon graduating from San Francisco State University with a B.S. in international business. His interests include baseball, the Beatles, writing and waiting for Elvis to come out of hiding.

*All business units are encouraged to send information and photos for the Noteworthy section to: world_update@idg.com.*

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**EIGHTEEN YEARS**
Matt Smith - Computerworld

**SEVENTEEN YEARS**
Patricia Keefe - Computerworld

**SIXTEEN YEARS**
Deborah Waters Colacchio - IDG

**FIFTEEN YEARS**
Derek Hulitzky - Computerworld

**FOURTEEN YEARS**
Mitch Betts - Computerworld

**THIRTEEN YEARS**
Donald Best - IDC
Joan-Carol Brigham - IDC

**TWELVE YEARS**
John Robison - IDG
Leslie Barner - IDG Marketing Services
Susan Egan - InfoWorld

**ELEVEN YEARS**
Gary Anthes - Computerworld
Frank Hahn - IDG Germany

**TEN YEARS**
Patricia Walker - Computerworld
Debra Brown - IDG
Rebeca Liss -IDC

**NINE YEARS**
Robin Robinson - Computerworld
Joyce Chutchian Ferranti - Computerworld
Meg Rogers - IDG New Zealand
Janet King - IDG Research Services
Whiney Wu - IDG Taiwan
Bob Peterson - InfoWorld

**EIGHT YEARS**
Nicholas Petreley - Web Publishing
Stephen Fontaine - IDC
Deborah Clifford - IDC
Bob Carrigan - PC World
Henry Pham - PC World

**SEVEN YEARS**
Marcia Ross - Computerworld
Torsten Busse - IDG News Service
Carol Johnstone - PC World

**SIX YEARS**
Ron Hall - Computerworld
Michael Rogers - IDG

**FIVE YEARS**
Stewart Deck - Computerworld
Natalie Jeday - Publish
Sean Chang - IDG Taiwan
Claire Lee - Computerworld Taiwan
Laura Segervall - IDC
Paul Mason - IDC
Heike Kähler - IDG Germany
Joseph Augsburger - IDG Books

**FOUR YEARS**
Barbara Cole - Computerworld
Monica Ray Sambataro - Computerworld
Peter Kane - IDG New Zealand
Sheila O'Brien - IDG New Zealand
Harvindar Singh - IDG New Zealand
Susan Klawiter - Publish
Patrick Jones - IDG Marketing Services
Jonathan Skillings - IDG News Service
John Farrell - IDC
Jiri Zichacek - IDG Czechoslovakia
Stephen Compton - PC World
Mike Salayko - PC World

**THREE YEARS**
Diane Nadeau - IDG
Twynya Scales - IDG World Expo
Irene Lee - IDG Taiwan
Amanda Lee - IDG Taiwan
Amie White - IDC
Christopher Greene - IDC
Siew-Joo Tan - IDC
Cecilia García - IDG Spain
Yolanda Camargo - IDG Spain

**TWO YEARS**
Jeremy Selwyn - Computerworld
Steven Traynor - CIO
Jane Davis - Event Travel Services
Lee Weiner - CIO
Catherine Capati - IDG Marketing Svs.
Martin Beaudet - Publish
William Ablondi - IDC/LINK
Kerry Pietrzak - IDC
Ron Paulino - InfoWorld
Dan Seoane - InfoWorld
Rafael Imedio - IDG Spain
Walt Bruce - IDG Books
Alia Fitzgerald - IDG Books
Debra Gates - IDG Books

**ONE YEAR**
Joe Rigoli - Computerworld
Shannon Wolf - IDG
Michael McCafferty - IDG Marketing Services
Jason Theobald - IDG Marketing Service
Allison Miller - FCW Govt. Tech. Group
Emilio DeArmas - Int'l Publishing Svs.
Tiffany Wortham - IDC
Jonathan Derome - IDC
Sean Murphy - PC World
Kimberly Lyons - PC World
Rose Marie Cleese - IDG Books
William Kinsey - IDG Books
Amy Platt - IDG Books

## And the Seinfeld Script Winners Are...

**Payton Smith**, research analyst for IDC Government, submitted the winning high-tech-based Seinfeld script in *IDG World Update*'s recent contest. Payton will receive a $75 American Express gift certificate and a *World Update* sweatshirt. Honorable mention winners, who will also receive sweatshirts, are *DemoLetter* Editor **Chris Shipley**, IDG Conference Management Group; *Network World Canada* Staff Writer **Kimberly Chapman**, and Copy Editor **Gary Byrne**, IDC. The winning scripts are on *IDG World Update Online* on the IDG Central Web site at http://idgcentral.com or via Lotus Notes.

### ONLINE

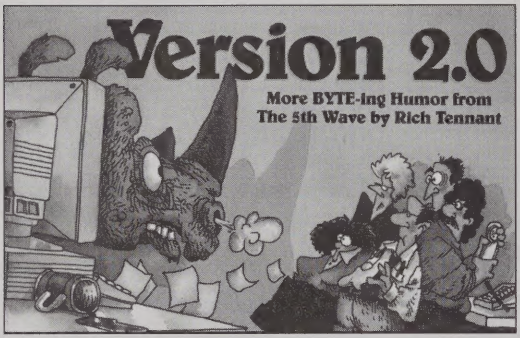
*continued from page 3*

Let me share an Olympic metaphor to put this in perspective. To be successful with our IPO, we need to be meticulously prepared, get past the qualifying rounds and be constantly supported by a world class team of experienced coaches, teammates, family and friends. If we succeed, everyone can take pride, directly and indirectly, in that accomplishment. Every Olympic medal winner, including upcoming *Running For Dummies* author Florence Griffith Joyner, has a great team and network behind them. Everyone at IDG is part of that team. I hope you continue to feel proud of our overall contributions to the value of IDG and in heightening the awareness of IDG around the world. Please keep us in your thoughts and prayers as we go for the gold!

## OFF LINE

**It's that time again!**

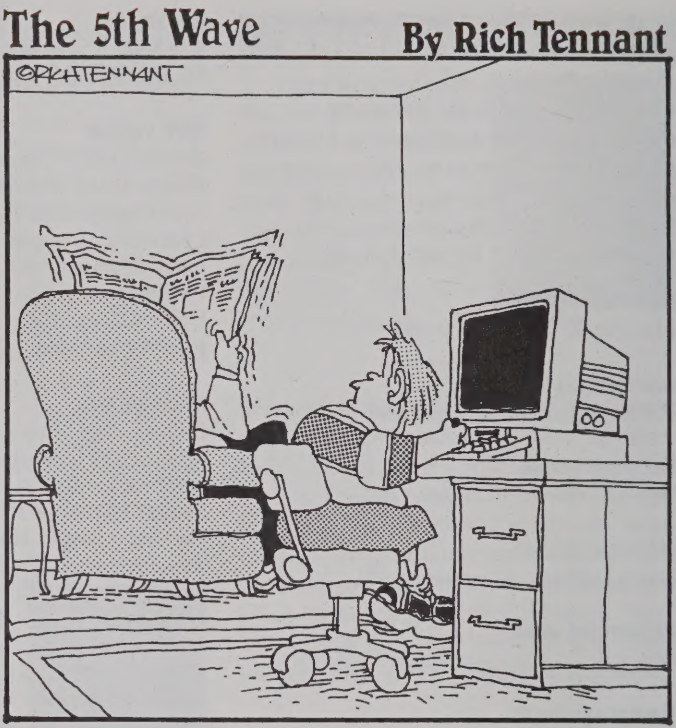
**Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, July 7.**



**The IDG employee with the most humorous submission will have a choice of receiving either a copy of Rich Tennant's newest book of cartoons, *Version 2.0,* or an "Off line" T-shirt imprinted with an original Rich Tennant cartoon. Honorable mention winners will receive an *IDG World Update* cup.**

**Fax your creations to 617-423-0712, or E-mail them via Lotus Notes (World Update) or via the Internet (world_update@idg.com.)**

**Have fun!**



IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 75 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 24

June 15, 1998

MARKETING COMPUTERS NAMES 10 IDG JOURNALISTS TO MOST INFLUENTIAL LIST
PAGE 2

ONLINE: IDG GLOBAL COMMUNICATIONS PRESIDENT JEFF DEBALKO TAKES A TURN
PAGE 3

CHECK OUT IDG WORLD UPDATE ONLINE AND ENTER TO WIN A PALM PILOT!
PAGE 7

# IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

# IDG Netherlands Introduces *Computer Partner Benelux*

With an eye to capturing the hearts and minds of the region's IT distribution channel, IDG Netherlands launched *ComputerPartner Benelux* at the Netherlands' leading IT trade show, Internetworking, in Amsterdam in April.

*ComputerPartner Benelux* Editor-in-Chief **Paul Teixeira** said the IT distribution market is an untapped one in the Netherlands, Belgium and Luxembourg. The magazine's target audience consists of commercial, logistic and general management, corporate buyers and IT consultants who work at distributors, medium- and large-size resellers, value-added resellers, consultancies and retail chains with business-to-business outlets. Published fortnightly, the magazine will have an initial controlled circulation of 10,500 subscribers in the three countries.

According to Teixeira, *ComputerPartner Benelux* faces competition from three existing publications. "Two

• CONTINUED PAGE 4 •

# CIO Perspectives Conference Continues to Grow in Stature

### Management guru Tom Peters claims conference is "arguably most prestigious in the world for CIOs"

**THE CIO EXECUTIVE PROGRAM STAFF CONSISTS OF (FROM LEFT TO RIGHT):** ***Heather Beauton, Cynthia Laird, Susan Montgomery, Jeremy Draper, Diane Martin, Tom Pitkin, Sara Evangelous, Robin Azar, Lynda Rosenthal, Liz Hecht, Sandi Hughey, Michael McPhee*** and ***Brian Fuce.***

It was *CIO* magazine's largest Perspectives conference ever in the series' eight-year history. "The Powerful IT Organization: Forging Customer, People and Business Partnerships" drew more than 800 attendees — not including 70 companions — to the Hyatt Grand Cypress in Orlando, Fla., April 26-29.

The quality of the conference also earned superlatives, including one from management guru Tom Peters, who said, "This is arguably the most prestigious conference in the world for chief information officers. The tasks of the CIOs writ large are the leading-edge tasks of reinventing the world."

CIOs and other business executives who attended the April event learned how to leverage their roles to create leadership initiatives that drive strategic alliances, strengthen customer relationships,

• CONTINUED PAGE 5 •

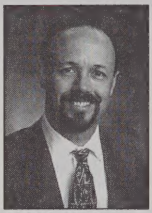
# Ten IDG Journalists Make "Most Influential" List

REED

LEMMONS

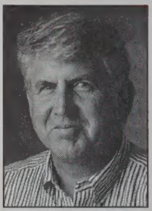
GILLIN

LUNDBERG


GALLANT

BASKIN

SHIPLEY


METCALFE

IDG once again figured prominently in the June *Marketing Computers'* (*MC*) annual listing of the most influential U.S. journalists covering the IT beat. Eight IDG-affiliated publications made the list of the top 50 publications, as ranked by IT revenue.

IDG names among *Marketing Computers*' list of the 25 most influential IT journalists are:

- **Sandy Reed**, editor-in-chief, *InfoWorld*
- **Phil Lemmons**, editorial director, *PC World*
- **Paul Gillin**, editor-in-chief, *Computerworld*
- **Abbie Lundberg**, editor-in-chief, *CIO*
- **John Gallant**, editor-in-chief, *Network World*
- Stephen Manes, columnist, *PC World* and *The New York Times*

Reed, Lemmons and Gillin made the list last year and moved up several notches in the rankings.

Lundberg was also profiled as one of four IT journalists cited as "The Ones To Watch."

IDG journalists also appeared in *MCs*' "Top Journalists by Media" lists as follows:

**CONSUMER/COMPUTER MAGAZINES:**
- Phil Lemmons, editorial director, *PC World*
- **Cathryn Baskin**, editor-in-chief, *PC World*

**NEWLETTERS**
- **Chris Shipley**, editor, *DemoLetter*

**GOSSIP**
- **Robert X. Cringely**, "undercover" columnist, *InfoWorld*

**TRADES**
- Sandy Reed, editor-in-chief, *InfoWorld*
- Paul Gillin, editor-in-chief, *Computerworld*
- Abbie Lundberg, editor-in-chief, *CIO*
- John Gallant, editor-in-chief, *Network World*

**PUNDITS**
- **Robert Metcalfe**, columnist, *InfoWorld*

The following six IDG publications landed on *MCs*' Top 50 list:

*PC World* (8), *InfoWorld* (9), *Computerworld* (11), *Network World* (19), *CIO* (33) and *Federal Computer Week* (45). Also on the list are *Macworld* (25) and *MacWeek* (29), both of which are published by the IDG/Ziff-Davis joint venture company Mac Publishing, L.L.C.

IDG publications on "*MCs'* Hottest IT Media" Top 10 list are *InfoWorld* (7) and *PC World* (8).

Criteria used to rank journalists included circulation of their publications, years of experience, number of times quoted in the media, speaking engagements and subjective criteria from *Marketing Computers* staff. Publication rankings were based on IT-related advertising pages and revenue as reported by either Competitive Media Reporting or AdScope. The "Hottest IT Media" list was compiled from IT advertising data, interviews with high-tech media buyers and public relations professionals and *MCs'* editorial opinions.

For more detailed information on the rankings, go to <http://www.marketingcomputers.com/issue/june98/mediarep/index.asp>.

## All Decked Out

**CIOS AFLOAT. COMPUTERWORLD EDITOR-IN CHIEF** ***Paul Gillin*** *(left) and Senior Editor* ***Tom Hoffman*** *recently joined more than 250 chief information officers from the financial services industry for a two-and-a-half-day floating conference aboard the Queen Elizabeth II. Sponsored by Richmond Events Inc. in New York City, the CIO Forum took place upon the high seas off the New Jersey coast. Above, Gillin and Hoffman join Katherine Parsells, a vice president at Merrill Lynch & Co. on deck prior to one of the ship's customary black-tie dinners.*

## ON LINE

**JEFF DEBALKO**

*The president of IDG Global Communications is this week's columnist.*

### IDG GLOBAL COMMUNICATIONS AT-A-GLANCE

**Established:** 1996

**Location:** San Mateo, Calif.

**Number of employees:** Nine

**Web site:** http://idgcentral.com

**Q Your group is involved in a number of different technology initiatives throughout IDG. What are your primary objectives?**

**A** Our business is focused on delivering cost-effective communications and technology solutions to IDG, its business units and licensees worldwide. We have three primary objectives.

1) To evaluate, implement and manage cost-effective global communications tools and infrastructure. Our work here is focused on ensuring the integrity of IDG's global e-mail and data communications network and providing local access worldwide.

2) To leverage the information assets of IDG to reduce costs and increase productivity and profitability. This is accomplished by the development of applications and distribution of important corporate data via the IDG intranet, IDG Central <http://idgcentral.com>, and Lotus Notes.

3) To leverage the investment in our global IT infrastructure by providing technology services to IDG business units worldwide. We offer a wide range of services at very competitive pricing with 7-day/24-hour support and customer service in the finest tradition of IDG. These services include the IDG Global Dial Network, offering local dial Internet access in more than 1,000 locations worldwide for as little as US$.05 per minute, e-mail services including server and client support for both Internet POP mail and Lotus Notes, Web server hosting, server housing, wireless and cellular services, e-mail list services, application development, Internet access, virtual private network services, disaster recovery services, consulting and technical support, to name a few.

**How often do you visit IDG offices and what is a typical agenda for your visits?**

Getting the opportunity to visit the various IDG business units in the U.S. and around the world is one of the best and most important parts of my job. The reason for a particular visit varies, but I am always focused on two things: Learning as much as I can about the local business operation and promoting the products and services offered by IDG Global Communications.

In addition to prospective customers, I meet with our largest existing customers and technology partners at least once per year to ensure that we are delivering the products, services and, most important, the level of customer service that they expect. I also try and visit IDG units that have developed a reputation as technology leaders at IDG. This is a not only a great way to stay on top of the latest technology but also allows me to effectively share these "best practices" with other IDG business units.

Occasionally I am also asked by a business unit manager to perform an informal "technology audit" of their operation, and I am always willing to help where I can. I am constantly impressed by what I find when visiting our business units. It is often the smaller business units with limited resources that are the most effective users of technology.

**What does the future hold for idgcentral.com?**

IDG Central, the IDG intranet, has grown dramatically since it was officially launched a little over one year ago and now has more than 1,500 IDG employees as registered users. No matter what your role at IDG, you should find many things on the site that are informative and important to your job. We are currently in the midst of a total redesign of the site that will not only improve the look and feel but also allow us to add new content faster and more easily.

In addition to the new design and new content, we will be adding new technology such as Real Audio and Video and real time chat functions. With the site well established as the primary information resource for IDG employees, our goal is to move beyond simply putting printed information on line by adding these multimedia and interactive capabilities. Corporate communications, interactive training and electronic meetings are just a few of the planned applications for this new technology.

If you would like a login for IDG Central, go to <http://idgcentral.com> and fill out a request online.

**If the answer to any of the questions below is "yes," the *IDG World Update* editors want to know!**

- **Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? (Questions will be sent anonymously.)**
- **Do you have a story idea for *IDG World Update*?**
- **Do you have a comment about something you liked — or didn't like — in this newsletter? If so, contact the editors at world_update@idg.com.**

# *CW*'s 'Meet the Editors Day' Educates Media Professionals

IDG WORLD UPDATE

**MEET THE PRESS. PARTICIPANTS IN COMPUTERWORLD'S FIRST MEET THE EDITORS** *Day included (sitting l-r):* ***Allan Alter****, management editor;* ***Jim Connolly****, reviews editor;* ***Steve Ulfelder****, senior editor, Opinions/In Depth;* ***Maryfran Johnson****, executive editor;* ***Mike Goldberg****, assistant news editor. (Standing l-r:)* ***Paul Gillin****, editor-in-chief, and* ***Kevin Fogerty****, sections editor. Not pictured:* ***Alan Alper****, magazines editor.*

*Computerworld* this month kicked off a new program designed to educate the PR and marketing community as to the changing profile of *Computerworld*'s readership as well as provide an in-depth understanding of the publication and its related magazines, supplements and online edition.

The first event was held in Boston on June 3 and attracted more than 100 attendees. The program showcased *Computerworld*'s top editors and will be repeated in New York and California later this year.

"Our goal was outreach and education. We want the PR and marketing community that works with us on a daily basis to have a full understanding of our publication," said **Paul Gillin**, *CW* editor-in-chief.

In his overview, which kicked off the half-day event, Gillin explained that *Computerworld*'s readership today includes more technology-savvy business managers in addition to its core audience of information systems professionals. "Because information technology is so pervasive in business today, we have made our publication more readable for the business manager — fewer acronyms, more focus on the business and organizational impacts of technology," Gillin said.

*Computerworld* Executive Editor **Maryfran Johnson** offered attendees a glimpse of a "day in the life" of a *CW* editor. News, sections and features editors walked the audience through their respective beats, providing tips on PR tactics that have been most successful with them.

*Computerworld* provided each attendee with a survival kit for harried PR and media professionals that included a stress ball, coffee, Tylenol and a chocolate bar.

Additional giveaways included a case of Paul Gillin's homemade beer and a dinner for two at Boston's Four Seasons Hotel.

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**BENELUX**

*continued from page 1*

of these magazines are publications that have a non-IDG approach to publishing: they mix editorial content with paid content (advertisements and advertorials). The third magazine, *PC-Dealer*, is published by VNU and is our biggest competitor. There is a market overlap between *ComputerPartner Benelux* and *PC-Dealer*, albeit a reasonably small one. *PC-Dealer* tries to cover the entire reseller market in the Netherlands only. It has editorial features like 'The Computer Store of the Month' and 'How to Write a Direct Marketing Letter — Don't Forget the P.S.!'

We focus on the business-to-business part of the reseller channel in both the Netherlands and Belgium" Teixeira continued. "These organizations, which are mostly large ones, need a higher level of information. So instead of writing a story on 'Direct Marketing: Your First Steps', we publish stories on how to get the most out of the direct marketing budget ('Let your suppliers pay for it'), case studies, trends in direct marketing, and interviews with direct marketing gurus." *ComputerPartner Benelux* is the region's first IT magazine to offer its readers exclusive and dedicated market surveys. "IDG Netherlands has established a close relationship with IDC for this purpose," Teixeira noted. "Every issue of *ComputerPartner* offers its readers a full spread of up-to-date and relevant market data in a comprehensive graphical format."

An editorial staff of Dutch, Belgian and Luxembourgian journalists write local news stories, features and market analyses, with IDG sister publications and the IDG News Service providing an international viewpoint. The staff is made up of Teixeira (who also doubles as the editor-in-chief of the company's biweekly *InfoWorld*), Managing Editor **Henny van der Pluijm**, Editor **Annemiek Scholten** and Reporter **Jeff Ronge**, with **Jan-Jaap van der Kleij** and **Peter van Dam** handling sales.

When asked how he would measure the success (or failure) of the magazine, IDG Netherlands Managing Director **Paul Molenaar** said, "Money in the pocket."

*For more information, see <http://www.computerpartner.nl>.*

IDG

# *Job Opportunities - June 15, 1998*

**Program Manager, Internet Commerce Services (IDC)**
IDC seeks a motivated manager responsible for managing the research and growing the client base of Internet Commerce Services CIS program. Activities include analyzing market trends, developing market forecasts, competitor profiles and segmentation demand. Includes management of 1 analyst. Should have experience and familiarity with Internet, Internet service providers, commerce service providers, and applications such as EDI, e-mail, fax services. *Location: Framingham, MA, Mt. View, CA or Austin, TX*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

**President (ASN)**
Reporting to IDG's Executive Committee, the President of the IDG Advertising Sales Network will be responsible for the growth of IDG's advertising revenues from all major IT industry clients and agencies. He/she will be expected to leverage the reach and reputation of IDG --along with the strength of its research and brands-- into cross-publication advertising contracts and mutually beneficial long-term business partnerships.

The President should be focused on account-specific business challenges and plans, guide clients through relevant media and marketing choices, and develop and persuasively present IDG advertising solutions. Working closely with IDG's major businesses, the President should become quickly and thoroughly familiar with the positioning, competitive milieu and sales stories of each print and electronic publishing product, and be able to link and present them from a unified IDG perspective. He/she should seek guidance from and build consensus among IDG BU heads in developing networked advertising strategies, rates, promotions, budgets and resource allocations. He/she will be responsible for managing IMS operations and establishing and enforcing sales targets and client service goals.

Candidates should have an in-depth company-specific understanding of the business priorities and strategies of key IT clients and prospects, as well as current senior-level industry contacts. A demonstrated track record of innovative sales solutions, strong year-to-year revenue results, a solid understanding of competitive strategies, and the ability to recruit, manage and motivate a large sales operation are essential. Considerable client-centered travel, exceptional communications and negotiation skills, and sound financial management skills are required. *Location: San Francisco, CA*
Contact: T. Mathews, Fax: 508-935-4600, Phone: 508-935-4710, Email: tom_mathews@idg.com

**Managing Director, Custom Publishing (CIO)**
The successful candidate will launch CIO's Custom Publishing Program. This will include creating the product line and developing processes for selling and implementing the products. A minimum of 5-10 years of experience and exceptional industry knowledge required. *Location: Framingham, MA*
Contact: P. Reilly, Fax: 508-935-4600, Phone: 508-935-4734, Email: patty_reilly@idg.com

**Data Coordinator, Executive Programs (2) (CIO)**
CIO's Executive Programs department is looking for two Data Entry Operators to join its conference fulfillment team. Responsibilities will include heavy data entry, hot-line phone support, correspondence, monthly reporting, and general administrative duties as needed. The ideal candidates will be energetic, detail-oriented individuals who possess strong Mac computer skills: proficiency with Filemaker Pro required, experience with Word, Excel, Quark XPress preferred. Some travel possible. *Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

**Program Coordinator, Executive Programs (CIO)**
CIO Executive Programs is looking for an extremely organized individual to coordinate our conference department materials. General responsibilities include inventory control, shipping and receiving, mail control and tracking, assembly of in-house conference mailings, data entry and general office duties as needed. This position requires frequent heavy lifting of 50 pounds or more. Experience with Filemaker Pro, Word, Excel preferred. Some travel required. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Operations Coordinator (IDC)**
IDC seeks a detail-oriented Operations Coordinator to assist the senior vice president of operations and the director of finance in a diverse set of cross-company activities related to strategic planning, Interactive Products, Information Services, Sales, Publishing, Marketing, and Finance. The individual in this newly created position will handle various management support tasks (about 70% of workday), conduct competitive analysis (20%) and perform administrative tasks (10%). Projects and tasks include conducting analysis on proposed new operations efforts; drafting and distributing minutes of executive meetings; gathering competitive pricing, product and positioning information; scheduling management and other internal meetings; and acting as timekeeper and meeting facilitator. Successful candidate must be a strong writer and excellent communicator with a can-do attitude and demonstrated project management skills. Prior experience as an Executive Assistant or Operations Analyst (preferably in a medium or large company) and proficiency in word processing, e-mail, and spreadsheet software is required; knowledge of PowerPoint and Notes is desirable. Creative problem-solving ability a plus. *Location: Framingham, MA*
Contact: D. Bernardi, Fax: 508-935-4610, Phone: 508-935-4361, Email: idc_jobs@idc.com

**Research Analyst, Semiconductors (IDC)**
IDC Semiconductor Research Group is looking for an individual with superior analytical, communications, and spreadsheet/database skills to be a part of our team, tracking the telecommunications and networking semiconductor markets. Responsibilities include monitoring communications equipment semiconductor content trends through teardowns and constant contact with semiconductor vendors and equipment OEMs, tracking semiconductor pricing, and market forecasting. The successful candidate will have excellent verbal and written communication skills (including presentations and sales meetings), be detail-oriented, and be able to work as a team member with other IDC semiconductor and equipment analysts. Electrical engineering experience is a plus, but strong technological aptitude is required. *Location: Mountain View, CA*
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

**Bookkeeper (IDG)**
The individual in this position will be responsible for Accounts Receivable, cash receipts, accounts payable, vouchering and General Ledger data input for one or more IDG business units. Duties include vouchering A/P, entering and posting A/R and A/P to General Ledger. Requirements include a high school diploma, accounting courses and 2 years of bookkeeping experience. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Sales Associate (IDG Games Media Group)**
IDG Games Media Group (GamePro) is seeking a Sales Associate to provide support to the National Ad Director and two Account Executives. This position will be involved in all administrative facets of advertising sales, including file maintenance, database tracking, customer service and general administrative assistance. Ideal candidate will have excellent organizational skills, ability to multi-task, excellent communication skills (written and verbal), problem-solving and decision-making abilities, and knowledge of MS Office. Familiarity with publishing industry is a plus. *Location: San Francisco, CA*
Contact: M. Catolico, Fax: 415-267-1742, Phone: 415-978-3272, Email: maria_catolico@idg.com

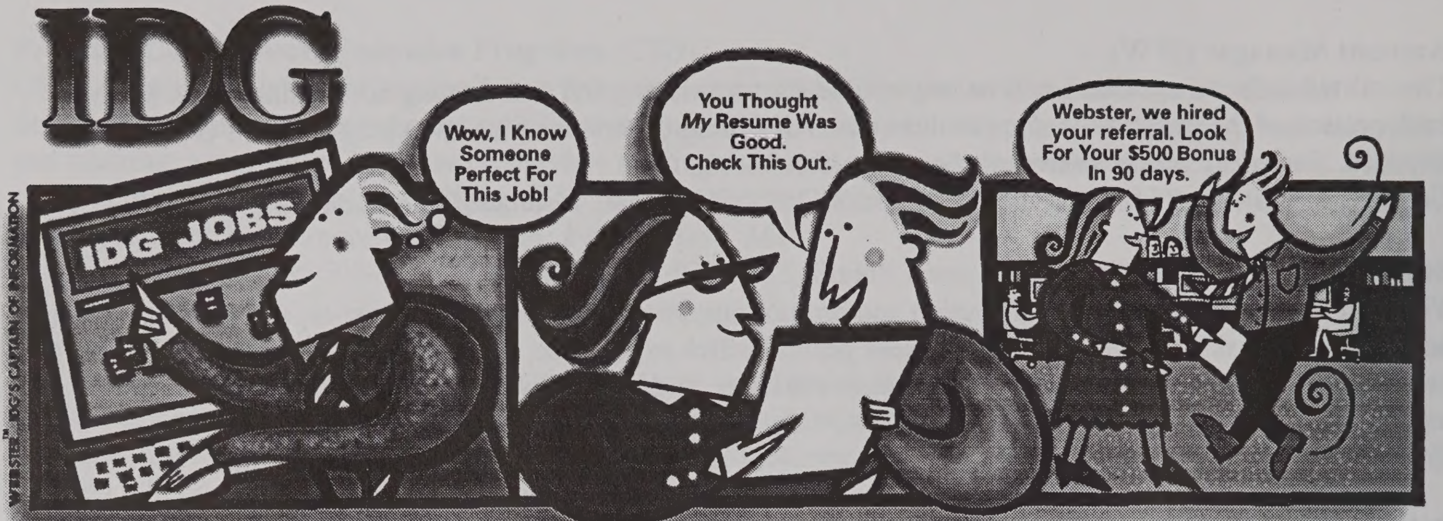
**Account Manager (IFW)**
The individual in this position will be responsible for prospecting and maintaining advertising space for the back section of the publication. One to three years of selling experience plus knowledge of the PC industry required. Bachelors degree preferred. *Location: San Mateo, CA*
Contact: L. Brat, Fax: 650-312-0668, Phone: 650-312-0669, Email: resumes@infoworld.com

**Subscription Assistant (IS)**
You will assist with magazine distribution and promotions; respond to customer inquiries; and perform various admin/clerical tasks. Candidates must possess general office experience; strong writing and proofreading skills, proficiency with Word and Excel; pleasant phone manner, and the ability to prioritize tasks, meet deadlines and assume responsibility. *Location: San Francisco, CA*
Contact: L. Hitchcock, Fax: 415-733-5401, Phone: 415-733-5408, Email: lorih@thestandard.net

**Subscription Marketing Manager (IS)**
In this key role you will develop and manage all new business sources, oversee list management, manage budgets, and perform comprehensive written/statistical analysis. Candidates must possess at least 2-3 years of circulation marketing experience with an emphasis on direct mail, the ability to prioritize tasks, meet deadlines and assume responsibility, PC proficiency (Excel and Word preferred), and excellent analytical and written/verbal communication skills. *Location: San Francisco, CA*
Contact: L. Hitchcock, Fax: 415-733-5401, Phone: 415-733-5408, Email: lorih@thestandard.net

**Manager, Human Resources (PCW)**
Reporting to the VP/HR, the Manager of Human Resources will serve as an expert resource and advisor for PC World's business operations, its managers and its employees. He/she will deliver client-centered personnel services, and propose and implement creative and cost-effective staff management solutions that measurably contribute to the achievement of PCWCI and IDG's business goals. 7+ years HR generalist experience, with emphasis on training and development, recruitment, and benefits administration. Previous publishing/communications /media or Internet-based start-up experience desired. Candidates should possess outstanding analytical, listening, written and verbal communications skills, have a good operational understanding of finance and accounting principles, and a solid working background with PC-based business applications software. Previous use of Internet as a research, recruitment and communications vehicle helpful but not required. *Location: San Francisco, CA*
Contact: R. Willoughby, Fax: 415-974-7316, Phone: 415-978-3205, Email: richard_willoughby@pcworld.com

**Features Editor (Publish)**
Publish magazine seeks an editor to write, assign, and edit features and departments about desktop publishing, digital prepress, and Web publishing. The position requires a minimum of 2 years of experience in computer magazine publishing, as well as a knowledge of the market. Personal experience as a designer or publisher is a plus. *Location: San Francisco, CA*
Contact: K. McPhillips, Fax: 508-935-4600, Phone: 508-935-4531, Email: kristen_mcphillips@idg.com


IDG
IDG JOBS
WEBSTER™ IDG'S CAPTAIN OF INFORMATION
Wow, I Know Someone Perfect For This Job!
You Thought *My* Resume Was Good. Check This Out.
Webster, we hired your referral. Look For Your $500 Bonus In 90 days.

KNOWLEDGE. COMMUNICATION. INNOVATION. WORLDWIDE.

# IDG Employee Referral Bonus Plan

## YOU GET

$500 for each referral that results in a regular full-time or part-time hire within participating divisions. $200 for casual part-time referrals working a minimum of 20 hours.

**Business units may elect not to participate for part-time hires.*

With 2 successful referrals, you'll be entered into the year-end drawing for the following:

**Grand Prize** — $1,500   **Runner Up** — $1,000

## RULES

- You may be an employee of any IDG Division to participate; however you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application.
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination.
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date for that specific position will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision.

Date: ____________________

Applicant's Name: ____________________

Position referred to: ____________________

Company Name: ____________________

Referred by: (Employee Name) ____________________

Company Name: ____________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

**FOR HUMAN RESOURCES USE ONLY**

Employee Receiving Bonus: ____________________

Company Name: ____________________

Referred Employee: ____________________

Company Name: ____________________

Date of Hire: ____________________

Ninety Day Date: ____________________

Charged to BU/Department# ___-___-_____-50300-___

H.R. Signature: ____________________

Bonus check to be given to: ____________________

Bonus Amount: $500 $200

*Find most recent opportunities on www.idg.com — IDG Careers*

**CIO**

*continued from page 1*

expand business expectations and attract and retain the highest level professional staff.

The Perspectives conference model is set up around general sessions that feature CIOs, *CIO* editorial staff, management and academic gurus, and executives who focus on innovative approaches to management and organizational issues.

The technology element of the conference is concentrated in the smaller, concurrent sessions, called "business briefings," during which 25 corporate host companies can outline how their products and services can help CIOs become full members of the executive management teams within their organizations. Hosts also have display areas in the central reception area of the conference.

"We've established an ambience and a way of presenting events that are thoroughly conducive to establishing business partnerships, whether it's attendee-attendee, attendee-vendor or vendor-vendor," said *CIO*'s Senior VP and General Manager of Executive Programs **Lynda Rosenthal**.

### Collegial environment

Rosenthal noted that she and others in the conference business have been finding lately that people are beginning to feel the anonymity of large events. However, that hasn't stopped her from pushing the envelope for the Perspectives event. "I always say I can do 'intimate' for 1,000 people," she laughed. "Everything [the vendors' displays] at Perspectives is ringed around the edge of the room. There's so much pull-through attendees don't think they're in a display area. They're in the area for registration, receptions, breaks and breakfasts — the environment becomes very collegial. And we have fun. The hosts are wonderful, and there's always lots to do."

With the attendee numbers so high, the Executive Programs staff faced more demands than ever before, Rosenthal said. "A successful conference team needs to be tireless, smile all the time, be willing to have their feet hurt, be available all day and night, and recognize that no detail is too small to be important. They all did a superlative job!"

*CIO* organizes two Perspectives events annually; the next one is October 4-7 in San Diego, Calif. For more information, contact Lynda Rosenthal at lyndar@cio.com.

## IDC Participation Yields Big Dividends

IDC participated for the first time as one of the corporate hosts for *CIO*'s recent Perspectives conference in Orlando, Fla. As a sponsor, IDC was able to invite 20 of its top clients and prospects, including representatives from Aetna, Mobil and Fidelity.

IDC's business briefing, featuring Vice President for Internet Research **Michael Sullivan-Trainor**, focused on opportunities in the Internet economy. IDC also staffed a display area with information on IDC products and services for IS professionals.

"Our display area traffic was phenomenal," said IDC Senior Vice President **David Vellante**. "Overall, the symposium exceeded our expectations, and we plan on participating in future CIO events."

IDC is following up on more than 250 leads that were generated as a result of conversations with CIO conference attendees. "Normally, it takes a single sales rep three to six months to get that many qualified prospects," Vellante noted.

Other IDC staff members participating at the Perspectives conference were **David Brown**, program director; **Randy Siegel**, sales manager; **Chris Goetz,** senior account executive; and **Tony Membrino**, senior group marketing manager.

## CORPORATE HOSTS WAIT THEIR TURN

**CIO's Perspectives conference series has 25 corporate host slots available. For the past few years, there's been an 80% renewal rate for sponsors, and, as a result, there is a significant waiting list for companies that want to participate.**

**CIO's conferences are appealing to vendors for two primary reasons, according to Senior VP and General Manager of Executive Programs Lynda Rosenthal. First, there's a limited number of hosts, which means each company has good visibility in front of individuals who manage average IT budgets of $70.5 million. Second, there's "category exclusivity," which means companies can essentially eliminate their top competitors from attendees' share-of-mind — at least for the three days of the conference.**

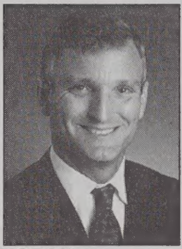
**Category exclusivity means there is one category for each sponsor: one company can sign on to talk about outsourcing, another to talk about Year 2000 issues, etc. If a current host doesn't drop out, other interested companies may wait several years to participate.**

**Rosenthal noted that hosts are very visible; they're the focus of the concurrent technology sessions, have display space in the reception area and sponsor some of the hospitality activities. However, no industry vendors participate in the general sessions as speakers, which Rosenthal said is very unusual for conferences of this type.**

**"Attendees with budgets of more than $70 million can request a meeting with any vendor they want," Rosenthal noted. "We want to focus on management and business issues in the general sessions and let attendees self-select the specific technologies and services they're most interested in."**

## NOTEWORTHY

### PROMOTIONS


HORAN

IDG Marketing Services President **Peter Horan** has been promoted to the corporate position of senior vice president for IDG. His responsibilities will include enhancing IDG's relationships with the leading IT companies worldwide, developing new initiatives to help those companies build more effective global marketing programs, and communicating the resources of IDG's global product families.

"Because IDG is the only technology media company that operates globally, we believe we have an important responsibility to offer our customers insight into the best practices of managing global technology brands," said IDG President **Kelly Conlin**. "This new position extends our already significant commitment to offering the broadest and most comprehensive global resources for technology marketers. Applying Peter's expertise and IDG's resources to the challenges faced by our global customers will be a powerful combination that will lead to great results. This new position will also free Peter from the day-to-day demands of U.S. contract negotiations and operational details and allow him to spend his time evangelizing IDG's global capabilities, develop globally integrated marketing programs and supervise new corporate marketing initiatives for IDG."

Horan, 43, joined IDG in 1991 as part of the IDG Marketing Service's start-up team. He previously had more than 15 years of experience in advertising, largely in information technology, highlighted by running the Microsoft account worldwide for Ogilvy & Mather in both Seattle and Los Angeles.

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**Christine Wong**, formerly an account executive at *Macworld*, has been named account manager for Web Publishing's online magazine *JavaWorld*. "Christine's promotion comes after more than seven years of delivering consistent, efficient and extremely well-organized customer service and sales performance at *Macworld* magazine," said WPI Advertising Manager **Ed Ramirez**. "We look forward to Christine bringing those same performance abilities to our rapidly growing Java marketplace, which we deliver here at *JavaWorld*." Christine has a B.S. in computer information systems from San Francisco State University.

WONG

### NEW EMPLOYEES

**Yoshida Hiromi** joins IDC Japan as a software research analyst in the personal systems and communication group. She was previously with Fujitsu, where she sold computer systems to Yokohama's public service office. She has a degree in international law from Niigata University and enjoys reading and listening to The Cranberries.

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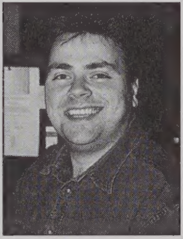
THOMAS

IDG WORLD UPDATE

IDG Marketing Services/Europe, Middle East and Africa welcomes three new employees to its office outside London. Sales Support Executive **Simon Thomas** was previously a training coordinator/manager at Informix Software. At IMS, Simon maintains the European and African sections of the IDG Publications Database, sends out new rate cards and collates information for IMS' client newsletter. Outside the office, Simon enjoys keeping up with his three-year-old daughter and trying out new recipes.

BRADLEY

IDG WORLD UPDATE

Finance Manager **Peter Bradley** comes to IDG from the worldwide hairdressing chain, Toni and Guy, where he was financial controller. Peter has a degree in accounting and management control from Sheffield City Polytechnic and is a chartered certified accountant. He spends his off-hours playing squash in a local league.

OSBORNE

IDG WORLD UPDATE

Sales Support Assistant **Sarah Osborne** is primarily working with International Sales Director **David Harmer** to handle day-to-day ad agency requests. Before joining IDG, she worked at Hewlett-Packard as a front line call coordinator. In her free time, Sarah enjoys books, music and following the Formula One Grand Prix races, particularly the success of drivers Eddie Irvine and Michael Schumacher.

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At IDG Books' Indianapolis office, **Jill Taylor** comes aboard as a customer service representative from the law firm of Frank & Kraft, where she was an administrative assistant. Outside the office, she likes camping and spending time with her husband and three children.

IDG Books's Foster City, Calif., office has hired **Sara Corcoran** as an administrative assistant. Her last job was as executive assistant to the chairman of Northwest Airlines. She has a B.A. in political science with a minor in communications from the University of Southern California and enjoys yoga, running and reading books and *Forbes* magazine.

### RETURNING EMPLOYEES

Human Resources Representative **Carla Neumann** returns to the IDG fold at *InfoWorld* after working as the human resources director for Nvolve, Inc., a Web-based kids service. She previously worked for IDG from 1990 through 1996 as human resources manager for several start-ups. She has a B.A. in communications from San Jose (Calif.) State University and says she spends most of her time pursuing her 3- and 5-year-old children, with maybe a little skiing on the side.

### WHO'S NEW IN YOUR OFFICE?

*All business units worldwide are welcome to send information and photos for the Noteworthy section to: world_update@idg.com.*

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**TWENTY-TWO YEARS**
Terry Bergstrom - IDC

**TWENTY YEARS**
Debra Sobin - IDG

**EIGHTEEN YEARS**
Robin Silverman - IDG

**FOURTEEN YEARS**
Carol Miller - IDC

**TWELVE YEARS**
Vicki Brown - IDC

**ELEVEN YEARS**
Irmtrud Schäfer - IDG Germany
Bob Brewin - FCW Gov't Tech. Group

**TEN YEARS**
Susan Kusnic - Computerworld
Nancy Kowal - Computerworld
Catherine Thacker - IDG
Lois Leuthner - IDG

**NINE YEARS**
Nancy Robinson - InfoWorld

**EIGHT YEARS**
Linda Clinton - Computerworld
Johanna Ambrosio - Computerworld
Pat Crotty - InfoWorld
Mª Rosa Rodriguez - IDG Spain

**SEVEN YEARS**
Bridget Cammarata - CIO
Bernie Theobold - IDG Marketing Services
Thomas Gewecke - PC World
Dan Miller - PC World

**SIX YEARS**
Rob Garretson - IDG News Service
Kristin Williams - IDC
Carolyn Perot - PC World
Ziya Bahtiyar - IDG Turkey

**FIVE YEARS**
Birgit Mayer - IDG Germany
Andrea Malcolm - IDG New Zealand
Mark Levitt - IDC

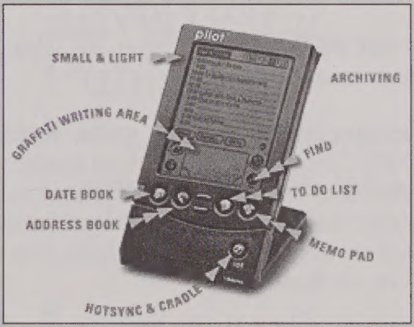
**FOUR YEARS**
Gerald Davidson - IDG Marketing Services

**THREE YEARS**
Janet Huebner - IDG Books
Keiko Adachi - IDG Japan
Emmie Hung Clark - Computerworld
Alexander Bernardo - IDC
Kelly Henry - IDC
Shulamit Gershenson - IDC
Kim Saccio-Kent - PC World
Lo Kar Fai - IDG Hong Kong
Frank Espersen - IDG Denmark

**TWO YEARS**
Ginger McCann - IDG Books
Scott Simpson - Computerworld
Casie Craycraft - Computerworld
James Niccolai - IDG News Service
Alexis Meagher - IDG Marketing Services
Kent Wu - Web Publishing
Andrew Newman - IDC
Vahe Habeshian - IDC
Glenn McDonald - PC World
Manuela Mancosu - IDG Italy

**ONE YEAR**
Nicole Fountain - IDG Books
Kimberly Gray - IDG Books
David Kissinger - IDG Books
Walter Mehl - IDG Germany
Dagmar Eiben - CIO
Greg Harney - PC World
Wilson Kan - IDG Hong Kong
Andy Lo - IDG Hong Kong
Nuria Panos - IDG Italy
Avneesh Saxena - IDC Hong Kong

## WIN A PALM PILOT!



**Hidden in this week's issue of *IDG World Update Online* are three false headlines. Open each "story" associated with these outrageous headlines and follow the directions within. Submit your answers to world_update@idg.com no later than Tuesday, July 14. One winner will be selected in a random drawing from all correct entries received to receive a Palm Pilot personal digital assistant. If you need a login and password for IDG Central, go to http://idgcentral.com and fill out a request online. Good luck and happy hunting!**

## NEW ADDRESSES FOR IDC EGYPT AND LAURENTIAN TECHNOMEDIA

**IDC Egypt has moved to the following location:**

**Abdel-Aziz Ismail, Managing Director**
**IDC Egypt**
**39 Iraq Street**
**Mohandessin, Cairo**
**Egypt**

**Tel: +202-336-7355**
**Fax: +202-338-2370**

**Laurentian Technomedia, publisher of *CIO Canada, Computerworld Canada, Network World Canada* and *Intranet Journal*, has moved. The new address is:**

**Laurentian Technomedia**
**55 Town Centre Court, Suite 302**
**Scarborough, Ontario M1P 4X4**
**Canada**

**Tel: +416-290-0240**
**Fax: +416-290-0238**

## CELEBRATING 10+

# Jake Widman

**HOME:** San Francisco, Calif.

**JOINED IDG:** November 1986, assistant editor, reviews at *Publish* magazine.

**CAREER PATH:** Promoted to associate editor in May 1988; senior technical editor, October 1990; executive editor, July 1992; editor-in-chief, September 1992. Took the title of editor and worked a reduced schedule from November 1993 to June 1996 to spend more time with my newborn son; took the title editor-in-chief again starting in October 1997.

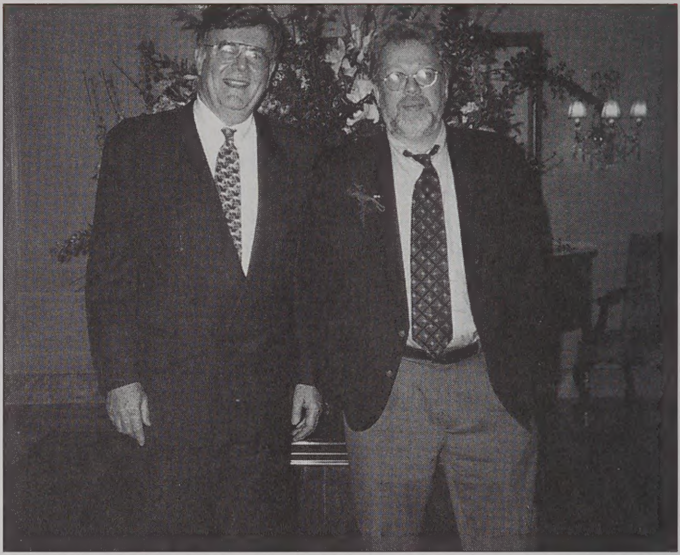
**MOST CHALLENGING PART OF YOUR JOB:** Managing a staff of smart, creative, opinionated people, balancing the need to provide direction with the value of allowing independent thought and action.

**BEST PART OF YOUR JOB:** When the latest issue, fresh from the printer, lands on my desk.

**BEST COMPLIMENT YOU'VE EVER RECEIVED ON YOUR WORK?** I've got them on my bulletin board: an e-mail titled "A Grateful Nation Thanks You" that praises our balance between accessibility and depth; a letter from Finland praising one of my columns; and a fax saying "thank you for printing what most of us are thinking."

**INTERESTS OUTSIDE THE OFFICE:** Raising a 5-year-old boy, Liam; playing basketball (when my knee works); having beers with my oldest friends in San Francisco; listening to music; and reading.

**FAVORITE WEB SITE(S):** The Well and Salon.



**IDG CHAIRMAN PAT McGOVERN ESCORTS PUBLISH EDITOR-IN-** *Chief* ***Jake Widman*** *to dinner at San Francisco's Ritz-Carlton in honor of his 10 years of service to the company.*

**WHAT TALENT DO YOU WISH YOU HAD THAT YOU DON'T HAVE?** I wish I could play a musical instrument and dribble with my left hand.

**DREAM DESTINATION:** Africa.

**FANTASY JOB:** U.S. senator.

**IF YOU WON THE LOTTERY TOMORROW, YOU WOULD:** Travel, travel, and travel, then go back to work.

**RETIREMENT DREAMS?** Run a combination lunch counter/newsstand in a small coastside town.

**MANAGER'S PROFILE:** "Jake is the stable force at *Publish* that keeps us focused on our editorial mission. His experience and consideration prevent *Publish* from letting trendiness get in the way of reader benefit."

- **Gene Gable**, president and publisher, *Publish*

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 75 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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Volume 28, Number 25

June 22, 1998

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OFF SITE: IDG BOOKS COPY EDITOR LEADS DOUBLE LIFE AS POET, PUBLISHER
PAGE 4

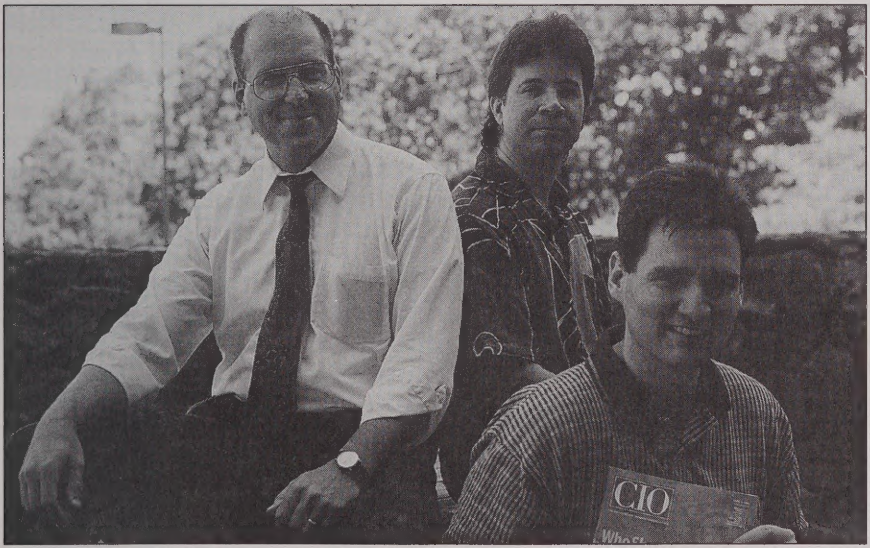
MACWORLD PLANS PRODUCT LINE MEETING DURING NEXT MONTH'S MACWORLD EXPO
PAGE 6

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

# IDG Wins 11 National Awards for Outstanding Editorial, Design

## Seven first-place awards put IDG ahead of all other IT publishers in ASBPE competition



IDG WORLD UPDATE

**FROM LEFT: SENIOR WRITER TOM FIELD, EXECUTIVE EDITOR RICHARD PASTORE** *and Associate Art Director* ***Michael Siggins*** *captured a first-place award in the ASBPE national competition for their piece "Caveat Emptor: An Outsourcing Buyers Guide," which ran in the April 1, 1997, issue of CIO.*

The American Society of Business Press Editors (ASBPE) has awarded IDG 11 national awards for editorial and design excellence. *CIO*, *Computerworld*, *Federal Computer Week*, *civic.com* and *PC World* each earned honors in the 20th annual ASBPE competition, including seven first-place awards, placing IDG ahead of all other IT publishers in first-place categories. The ASBPE honors come on the heels of four Maggie Awards, which were won by *PC World*, PC World Online, *Publish* and *InfoWorld* earlier this year (see *IDG World Update*, May 11).

"For nearly 30 years, the editors, writers and designers at IDG have presented accurate, timely and useful coverage of technology to their tar-

• CONTINUED PAGE 2 •

# IDG.net Among Top 10 Web Advertising Publishers

## Conn.-based Simba Information ranks IDG.net sixth for April ad revenue

Less than one year after its introduction at last June's PC Expo in New York, IDG.net — the umbrella for IDG's 210 Web sites — captured the No. 6 spot on *Electronic Advertising & Marketplace Report*'s ranking of the Top 20 Web advertising publishers for April.

The monthly report, compiled by Stamford, Conn.-based Simba Information, tracks banner ad revenue for U.S. sites only. IDG sites included in the tally are: Computerworld, CIO Online, PC World Online, InfoWorld Electric, Network World Fusion, TipWorld, Macworld Online, Publish RGB, Games.net, SunWorld, JavaWorld, NC World, FCW.com, Netscape Enterprise Developer and WebShopper.

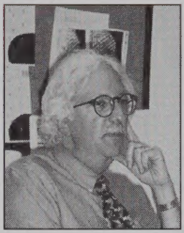
"Achieving this acknowledgement of IDG's success in online advertising was an important goal when we launched IDG.net as IDG's online network," said **Laurie Morgan**, general manager of IDG.net. "IDG's targeted Web sites are preferred vehicles for technology advertisers — the revenue numbers confirm

• CONTINUED PAGE 7 •

IDG WORLD UPDATE

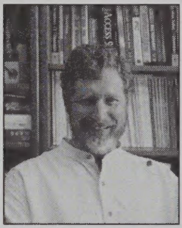
**PC WORLD'S ART DEPARTMENT (FROM LEFT) — BETH KAMOROFF, *Barbara Adamson, Carolyn Perot, Tim J Luddy, Robin Briskin, Kate Godfrey* and *Robert Kanes* —** *earned second-place honors for Best Publication Redesign. Not pictured:* ***Jeff Berlin*** *and* ***Marlene Tobias.***

**KEEFE**


**SNYDER**

**BREWIN**

**McCLOSKEY**


**CAPEN**

**DESMOND**

## ASBPE

*continued from page 1*

geted audiences," noted **Kelly Conlin**, president of IDG. "We are very proud of our strong showing in this national competition of business publishing. It is another milestone in the long string of accolades recognizing IDG's commitment to journalistic excellence and innovation in IT publishing."

Editorial entries in the ASBPE Annual Competition for Editorial and Graphics Excellence were judged for writing quality, presentation, subject development and value to the reader by a panel of leading business press journalists. Graphics entries are judged by graphic designers and magazine artists from around the country based on composition, use of typographic and graphic elements, originality and relevance to the story or publication.

The following IDG publications, editors and designers received honors in national categories:

### CIO

First Place: How-To Article
"Caveat Emptor: An Outsourcing Buyers Guide"
By **Tom Field**, **Richard Pastore** and **Michael Siggins**

### CIVIC.COM

Magazine of the Year, circulation under 80,000
(published by FCW Government Technology Group)
**Paul McCloskey**, editor

### CIVIC.COM

Third Place: Cover/Photo, July 1997
**Jeff Langkau**, art director

### FEDERAL COMPUTER WEEK

First Place: Feature Series
"Peacekeeping in the Pacific"
By **Anne Armstrong**, editor-in-chief; **Bob Brewin**, editor-at-large; and **Joanne Connelly**, editor

### COMPUTERWORLD

First Place: Editorial Excellence/News Section
By **Patricia Keefe,** news editor; and **Neal Weinberg** (now with Network World)

First Place: Graphic Excellence/Cover Tabloid
By **Mitchell Hayes**, associate art director, news; **David Waugh**, graphic designer (now associate art director, online); **Carol Lieb**, photo researcher/editor

Third Place: Editorial Excellence/Feature
"Global Innovators," by **Mary Brandel**, executive editor, Magazines Group

### PC WORLD

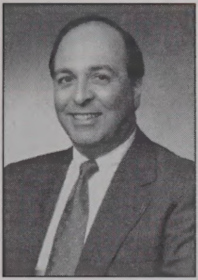
First Place: Best Technical Article
"AGP Graphics: A Bumpy Ride"
By **Tracey Capen**, executive editor; **Michael Desmond**, senior associate editor; and David English

First Place: Best Opening Page or Spread
"Want Good Tech Support?" by **Carolyn Perot**, assistant art director

Second Place: Best News Series
"Top of the News" series on new processors
By **Michael Desmond**, **Laurianne McLaughlin**, senior associate editor; **Stan Miastkowski**, contributing editor; **Charles Piller**, executive editor; **Randy Ross**, senior news editor; and **Bill Snyder**, senior news editor

Second Place: Best Publication Redesign
By Art Director **Robert Kanes** and art department staff

# ON LINE



**JIM CASELLA**

*IDG's chief operating officer is this week's columnist.*

**Q You've just been in Asia for the IDG Asian Managers Meeting. Do you see signs of recovery in the Asian economies? Are we likely to see a fast recovery like Mexico experienced a few years ago or something longer term?**

A Each economy needs to be evaluated individually. For example, Indonesia has been one of the most affected and our licensee has been working with [International Publishing Services President] **David Hill** on formulating a recovery plan as the country experiences a leadership transition. In the case of our wholly owned operations, IDG Hong Kong and IDG Singapore have been the most affected, but both operations continue to operate profitably and **John Tan**, the managing director of IDG Singapore, is still forecasting to meet his original profit goal for FY98. Both of these operations have been operating under their contingency plan to ensure that they weather the storm, while they maintain their market leadership and the overall quality of our outstanding brands, for the long term. Economic forecasts remain mixed on the timing of a recovery for the overall region, but most economists have predicted that those countries with a sound foundation will start to see a rebound before the end of the calendar year.

After our meeting, I spent some time with our major customers in Japan and one of them asked me about our performance this year in Japan. As I addressed the group, it was clear that they wanted a more in-depth explanation for why IDG is experiencing its best year, in terms of operating profits, in over 20 years in Japan, at a time when the overall Japanese economy is contracting. I explained to them that the secret of our success was hiring excellent managers who kept close to the market and empowering them to make decisions that benefit their customers. **Kozo Hiramatsu**, managing director of IDG Communications Japan, had demonstrated how this strategy can pay huge dividends with his successful launch of the first *Windows NT* magazine in Japan. **Setsuro Tamai**, president of IDG World Expo Japan, successfully by brought Windows World to the Japanese market several years ago and has turned it into the largest trade show in Japan. **Kenji Muto**, president of IDC Japan, is having a record year by offering new products and services that clearly meet an unfulfilled need in the market. In conclusion I pointed out that **Keiichi Maesato**, president of IDG Marketing Services Japan always stays abreast of his customers' needs and helps them meet their global sales and marketing objectives. When I was finished, they all agreed that excellent managers can produce outstanding results, even in difficult times, if they are responsive to their market.

**As we head into the close of the third fiscal quarter, can you give us a sense of how we are doing worldwide in terms of meeting plan? I've heard some talk about us being on target for a record year, which seems hard to believe in light of the financial crisis in Asia.**

As we move toward the final quarter of FY98, I am pleased to report that we are on target to meet our overall operating profit goal and to have the most profitable year in IDG's history. As I indicated earlier, the Asian crisis has not had a significant impact on us. Many of our operations in the Asia/Pacific region are experiencing outstanding results. For example, IDG Australia which is celebrating its 20th anniversary in July is having extraordinary success. **Don Kennedy**, managing director, attributes this to competitors leaving the market and the strength of *Computerworld* and *Australian Reseller News*. In the U.S., IDG Books, IDC, CIO Communications, InfoWorld Media Group, Network World and PC World Communications will all report record operating profits. IDG Games Media Group will also record results reflecting the vitality of the overall game sector.

In Europe, almost without exception, we are seeing record operating results that are consistent with the strong PC and IS market, as well as a strong recruitment market. Germany is very strong across all publications, including our newest launch *GameStar*. Sweden continues to be dominant in its market share and this is reflected in its strong profit growth on a year-over-year basis. Denmark, France, Italy, The Netherlands and Norway will all exceed their profit goals for 1998. As we look further east we see strong results in Poland as well. In the U.K. *PC Advisor* is proving to be a very competitive monthly offering and will also exceed its profit goal.

The diversity of IDG's portfolio of products and services is much greater than that of our competitors at CMP, Ziff-Davis or VNU, which is why we are experiencing growth rates that exceed their publicly reported results, on a consolidated basis. The foundation that [IDG Chairman] **Pat McGovern** established in the early years of IDG's history has allowed us to grow at a rate that exceeds our competitors. This will allow us to continue to invest in both our products and our people to ensure that we remain the overall quality leader in the market throughout the world. As we enter the fourth quarter and begin to plan for FY99, though, we should remain vigilant on the cost side and make certain that we can deliver a strong finish to '98.

**Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? If so, please send it to IDG World Update at world_update@idg.com. Questions will be forwarded anonymously to the appropriate person.**

**OFF SITE**

# IDG Books Copy Editor Well Versed in Japanese Poetry

*after the quake*
*the weathervane*
*pointing to earth*

**Michael Welch**, a copy editor at IDG Books in Foster City, Calif., wrote this free-form haiku in response to California's Loma Prieta earthquake in 1989, the same year he launched his own small press devoted to publishing poetry.

"I'd put together a book of my own poetry and made five copies of it to give to a few people. That got me going," Welch said. "I named my press 'Press Here' after spending a couple of hours jotting down ideas for names." He specializes mainly in Japanese poetry forms in English, and now has 18 titles in print, a few of which have won awards.

"I do all the acquisition, development, editing, layout, design, promotion, order fulfillment — it keeps me busy!" Welch said. "I also edit a poetry journal called *Tundra* focusing on poems of 13 lines or fewer. *Tundra* replaced another poetry journal I edited from 1989 to 1997 called *Woodnotes.* I expect to get the first issue out in July and am trying to arrange national bookstore distribution. *Tundra* includes work by such well-known poets as Jane Hirshfield, Dana Gioia, Samuel Menashe, Ted Kooser, Tom Disch, Steve Sanfield, George Swede and many others. I've also talked on various radio programs about poetry and speak at literary conferences, poetry retreats, and so forth. Also, in 1997 I served as first vice president of the Haiku Society of America."

Welch said that he first learned about haiku in high school and that he'd always had an awareness of poetry since he was a child. ("My middle name is Dylan, and my mother tells me I was named after the Welsh poet Dylan Thomas," he noted.)

Press Here focuses on Japanese forms of poetry, including *haiku* (seasonal poems, usually about nature), *senryu* (similar to haiku but more humorous and about human nature), *haibun* (a prose-haiku mix), and *tanka* (a five-line lyrical poem, typically about love).

"I have at least 2,300 haiku books, primarily in English," said Welch. "If I spoke Japanese, a lot more books would tempt me."

Welch said the five-seven-five syllable count is traditional for haiku in Japanese. "The syllable count in English tends to be shorter, though, because of differences in language and the fact that Japanese syllable lengths are shorter," he said. "Most serious haiku published in English are about 10 to 14 syllables, in a free-form rather than syllabic style."

Welch noted that many people have misperceptions of haiku. "Some while ago *The New York Times* did an article on the Spam haiku Web site, for which I was interviewed. I told them my relationship to Spam haiku was the same as my relationship to Spam — I'm a vegetarian."

*"I told [The New York Times] my relationship to Spam haiku was the same as my relationship to Spam — I'm a vegetarian."*

**Michael Welch**

Welch said there was a quote by Steve Moss in *The World's Shortest Stories* (Running Press, 1998) that he liked: "A haiku poem is short. So is a quarterback sneak. But nobody thinks they're simple to execute — it's just that the people who do them well make it seem that way."

Welch recently learned that 20 of his own haiku have been requested for publication in the third edition of *The Haiku Anthology* from W.W. Norton. Later this year he'll also have 10 of his poems in *Anthologie de Haikü* from Les Éditions David in Canada (in English with French translations), and more poems in *Global Haiku: 25 Outstanding Poets* from Iron Press in England. Numerous other haiku of his have also been anthologized. He estimates that he has published over 2,500 of his poems, primarily haiku and tanka.

**MICHAEL WELCH LAUNCHED HIS** *company, Press Here, in 1989. The company specializes in publishing Japanese poetry forms written in English. Above, Welch displays some of his company's 18 titles.*

Press Here has received the Merit Book Award for Haiku Translation from the Haiku Society of America for a book called *A Simple Universe* by Sono Uchida. According to Welch, Uchida was until recently the president of Haiku International, the world's largest international haiku society, and former Japanese ambassador to Morocco, Senegal, and the Holy See in Rome.

Welch was also involved in the formation of the American Haiku Archives at the California State Library in Sacramento in 1996. "It's the world's largest collection of haiku-related material outside of Japan. Of all the things I've done with haiku, I'm most proud of this because I think it will have the longest-lasting value," he said.

Not only does Welch collect volumes of Japanese poetry, he also collects books on Lewis Carroll, author most notably of *Alice In Wonderland*, who died 100 years ago this year. "When I was in college I took a Victorian Literature class. I picked Carroll to write a major

• CONTINUED ON NEXT PAGE •

IDG
INTERNATIONAL DATA GROUP

# *Job Opportunities-June 22, 1998*

**Senior Publishing Software Engineer (IDC)**

IDC's Publishing Services and Technology group is looking for a Senior Publishing Software Engineer. The role of this position will be to develop, implement, and support IDC's worldwide publishing systems and process automation. Responsibilities include defining business/system requirements, project management, system design, vendor application software evaluation and purchase, systems customization, integration and development, user training and support, and systems support. The successful candidate will be an experienced, well rounded software engineer with demonstrated systems development and project management skills in a publishing environment.

*Location: Framingham, MA*

Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: anne_schneider@idg.com

**IS Manager (CHSG)**

Channel Services seeks a highly motivated IS Manager to maintain its information systems and to develop strategies for the infrastructure of its IS department. Will work and communicate with all levels in the organization which includes support for the San Mateo office, Framingham office and regional offices. Position requires a solid technical background and a technical degree with at least 5 years of experience in positions of increasing responsibility and management including desktop support, LAN/WAN management in a Client/Server environment. Ideal candidate must have a collaborative attitude and "hands-on" approach to solving problems, as well as the ability to work in a fast paced, deadline oriented environment. Must have working experience with: Notes, NT, private networks, and Windows 95 operating environment. Supervisory experience a plus.

*Location: San Mateo, CA*

Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

**Product Reviewer (CW)**

The product reviewer will play a key role on the Review Center team, providing Computerworld with a first full-time, staff review capability. The reviewer will test and write reviews on new products designed for use by Computerworld readers. This involves meeting with vendors and attending trade shows to identify PC hardware, software, Web and server products that are candidates for review. The reviewer will then install and test these products in the Framingham office, and will write review articles based on those tests and the reviewer's understanding of how the products may help CW readers do their job. The ideal candidate will have hands-on experience with PC technology, including the ability to configure systems and local-area networks; and will have experience with several application or Web development tools and database management systems. Candidates must have experience with product testing in the IT field, and exhibit solid writing skills and the ability to refine those writing skills. The reviewer will also serve as an on-staff technical resource for other editorial staff members who are reporting on information technology.

*Location: Framingham, MA*

Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Research Analyst, Local Area Networks (IDC)**

IDC's Local Area Network research team is seeking a research analyst to contribute to the program. Technologies followed will include ethernet, IOOBase T, and ATM. Experience in computer networking markets and technologies is a plus. The candidate should have strong analytical skills, research and writing experience and the ability to handle client inquiries. B.A./B.S. and 1 - 2 years industry experience required.

*Location: Framingham, MA*

Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

**Web Editor (IDC)**
IDC seeks a Web Editor who will be the "owner" of IDC's main public presence on the Internet, IDC.COM. Requires strong hands-on editorial and web content skills, ability to handle tight deadlines and juggle multiple projects. High-visibility position includes frequent interactions with IDC and IDG marketing personnel worldwide, as well as IDC research groups worldwide. Requires 1-3 years industry experience preferably in web publishing, excellent writing and editorial skills, hands-on experience with web conversion, graphical, and layout tools. Web-based marketing experience a plus. Must be college graduate.
*Location: Framingham, MA*
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

**Research Manager, European Expertise Centre (IDC UK)**
The IDC UK office is looking for a senior individual to manage market research, analysis and publication to ensure the success of IDC's European Expertise Centre. The main responsibilties will be to determine the direction of research in order to meet the needs of clients. The Research Manager will also be working to execute market research, analysis and publication, including desk and preliminary investigations, design research instruments such as surveys, conduct or manage the execution of primary research, analyze data collected and write appropriate documents. Where necessary prepare and deliver presentations on topics researched and work with sales team by attending sales meetings when requested. Also included in this role is to ensure client inquiries are completed to specification and clients' inquiry time is monitored and communicated on a quarterly basis. Requirements include: sound research and analytical skills in the printer/peripherals area, P&L experience, strong people management skills, good organizational and good business sense are very desirable.
*Location: London, England*
Contact: S. Horrocks, Fax: 44(0) 181 995 1090, Phone: 44(0) 181 987 7100,
Email: shorrocks@idcresearch.com

**Director Corporate Communications (IDG Games Media Group)**
IDG Games Media Group is currently seeking a Director Corporate Communications. The individual in this position will conceptualize, present and implement new marketing strategies that will optimize long-term revenue opportunities for all of IDG Games Media Group properties and its other ventures. The ideal candidate must have experience in media or marketing with an advertising agency or company in the high tech industry; 3 to 5 years involvement in an intermediate to senior level marketing position; previous people management experience; and prior magazine experience is a plus. College degree required.
*Location: San Francisco, CA*
Contact: C. Aguilar, Fax: 415-267-1742, Phone: 415-974-7377, Email: carina_aguilar@idg.com

**Conference Coordinator (IDG/CMC)**
Conference Coordinator will work in support of IDG branded and managed conferences. At the direction of the conference manager, may be required to handle various components of conference productions and/or marketing programs. Individual must take direction well, be self-reliant, and be highly motivated. Minimum 2-4 years event production and/or marketing experience. Experience managing vendors such as graphic designers, print shops, hotels... Excellent written and verbal communication skills. Must work well in a fast paced, collaborative environment, where often "all hands" are required. Experience with Macintosh computers and proficient in the following software: FileMaker Pro, Microsoft Word, Excel, Web Browsers and E-Mail packages.
*Location: San Mateo, CA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Creative Services Coordinator (IDG/CMC)**
This individual will work closely with the Creative Services Manager, handling various projects in both web and print production. Minimum 1-2 years web/design experience. Must be Macintosh literate and proficient in QuarkXPress, Adobe Photoshop and Adobe Illustrator with working knowledge of html. Must work well with a team in a fast paced, high energy environment. Travel is required.
*Location: San Mateo, CA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Director, Managed Conference Division (IDG/CMC)**
As one of five senior leadership positions of the IDG Conference Management Company, this key position will be responsible for the managed conference business acting in an account management role supporting IDG clients. Responsible for working with client and internal teams in the development and production of developer and customer events outsourced to IDG. Responsibilities will include development and management of internal teams, applying appropriate personnel - both internal and external- to any given project. Budget development and management, quality control, overseeing day to day operations and needs of client. Individual will be responsible for development of systems and process which will be deployed in support of IDG clients. Will work with President to proactively seek new clients, and respond to RFP's presented to IDG. Must have a minimum of 6-8 years experience in producing high tech events (no exceptions, please). Experience with a developer/customer audience a plus. Experience in a customer focused, 'agency' environment also a plus.
*Location: San Mateo, CA*
Contact: T.Gump, Fax:508-935-4600 , Phone: 508-935-4766 , Email: tanya_gump@idg.com

**Sr. Conference Manager (IDG/CMC)**
Highly skilled individual required to manage business and production of IDG branded, executive events, including our prestigious Agenda, Spotlight and Vortex conferences. Will be responsible for leading production team. Must have strong event and brand marketing skills. The ability to work in a fast paced, high energy environment with little direction is critical. Strong project leadership and supervisory skills. Must be bottom line oriented, and a team player. Experience with Macintosh computers and proficient in the following software: FileMaker Pro, Microsoft Word, Excel, Web Browsers and E-Mail packages. Requires minimum of 5 years experience in producing high tech events (no exceptions, please). Experience producing high level, executive conferences, a plus.
*Location: San Mateo, CA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Marketing Assistant (IMS)**
IDG Marketing Services has an opening for a Marketing Assistant to provide support for the Marketing Department. Ideal candidate should have outstanding project management skills and strong attention to detail. Experience with database programs required. Proficient in MS Word and Excel; experience with Lotus Notes preferred. Minimum 2 years database and clerical experience required. Prior publishing or advertising experience is a plus.
*Location: San Francisco, CA*
Contact: M. Catolico, Fax: 415-267-1742, Phone: 415-978-3272, Email: maria_catolico@idg.com

**Associate Editor, Reviews (Mac Pub)**

MacWEEK is currently seeking an Associate Editor, Reviews. The individual in this position is expected to acquire products for review and assign them to freelancers; edit reviews for content, style, clarity and technical accuracy; attend product demos; read and correct proofs; coordinate projects as needed and keep up-to-date on key markets. The associate editor will also be responsible for researching and compiling product information on Buyer's Guide topics for the features section. These will require use of QuarkXpress to create charts. Ideal candidate should have at least 5 years experience writing or editing a computer trade publication and should have excellent editing and writing skills, exhibit very good judgment, be detail-oriented, and be able to handle multiple projects and meet deadlines. In addition, this person must have knowledge of Macintosh, Windows and UNIX content-creation products.

*Location: San Francisco, CA*

Contact: M. Roback, Fax:415-243-3651 , Phone: 415-243-3595, Email: missy_roback@macweek.com

**Executive Editor/Features (Mac Pub)**

MacWEEK/eMediaweekly is seeking an energetic individual with a strong background in magazine publishing to run the features department for eMediaweekly, our publication aimed at digital media managers. The Executive Editor/Features is responsible for all special reports, buyer's guides, research studies and user case studies in the publication. This person also acts as primary liaison with our editorial advisory board and works with senior editorial staff to ensure that our publication offers the proper complement of news, reviews and features coverage required by our diverse, information-hungry audience. Ideal candidate will have 10 years editorial experience in the computer trade press, with at least 5 years experience editing and assigning features or reviews. Coverage of products on multiple computer platforms (Mac OS, Windows, Unix) is a plus.

*Location: San Francisco, CA*

Contact: R. LePage, Fax:415-243-3651, Phone: 415-243-3552, Email: rick_lepage@emediaweekly.com

**On-line Staff Writer (Mac Pub)**

Mac Publishing currently has an opening for an on-line staff writer with MacWEEK. Reporting directly to the on-line senior editor, this position will include covering a wide variety of news about Apple and its third parties, including scoop reporting about forthcoming products and business strategies. The staff writer will pitch and deliver stories on a daily basis and develop contacts and sources throughout the industry. The job may also include some line editing. Some travel will be required.

*Location: San Francisco, CA*

Contact: M. Rothenberg, Fax:415-243-3535 , Phone:415-243-3552 ,
Email: matthew_rothenberg@macweek.com

**Sr. Associate Editor (PCW)**

Plan, assign and edit PC software and hardware reviews including Top 20 review of PC's. Must have 3-4 years experience in PC magazine writing and editing experience, top-notch writing skills, and a thorough knowledge of PC products. Working knowledge of Access and Excel a plus. Some travel.

*Location: San Francisco, CA*

Contact: C. Thornton, Fax: 415-442-1891, Phone: 415-974-7475, Email: carla_thornton@pcworld.com

**Places to find a complete listing of job opportunities across IDG:**

- **Lotus Notes - Job Opportunities Database**
- **IDG Central - http://idgcentral.com**
- **IDG Web Site - http://www.idg.com**
- **Job Hotline - MA: 508-935-4406 PCW/MacWorld/Publish: 415-978-3100**
- **The World Update on the last Monday of every month.**

# IDG Corporate Boviard
# ★★ STAR AWARD ★★
# Program

Once again IDG presents the Corporate Boviard STAR Award Program! This award is designed to encourage, recognize and reward corporate employees for exemplary **S**ervice, **T**eamwork **A**nd **R**esults.

Awards are presented twice a year at the IDG Holiday Luncheon in January and at the IDG Corporate Picnic in July. A maximum of three awards are given.

All Corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of members of the STAR Award selection committee, Ted Bloom, vice president, corporate controller and treasurer; Jayne Enos, vice president, tax and legal; and Tom Mathews, vice president, human resources.

IDG Corporate Accounting
IDG Corporate Support Center
(Chairman's Office, President's Office)
IDG Marketing Services
IDG Corporate Credit
IDG Corporate Finance
IDG Corporate Tax & Legal

IDG Human Resources
IDG Information Services
IDG List Services
IDG Research Services
IDG International Publishing Services
(G&A, Licensing, IDG News Service,
IDG World Update)

Please use the nomination form on the reverse side to nominate an IDG Corporate Employee who has provided exemplary Service, Teamwork And Results for your operating unit. Corporate IDG employees may nominate other Corporate IDG employees for this award. Please take a minute to nominate someone who is deserving of this special award!

Each STAR Award winner will receive a cash prize as well as a star-shaped crystal paperweight.

**Nominations must be submitted by Friday, July 10, 1998.**
**Please use form on reverse side.**
**Nomination forms may also be found on the CSG Web site:**
**www.idgcsg.com**

# IDG Corporate Boviard
# ★★ STAR AWARD ★★
# Program

Recipients of the Corporate Boviard STAR Award will be selected from nominations received by the award's selection committee. The names of award recipients will be announced at the annual IDG Corporate Picnic in July and published in the IDG World Update.

Employee Name: ______________________________

Title: ______________________________

Department: ______________________________

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK?**

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS**?

Nominated by: ______________________ Date: __________

Title: ______________________________

**ALL nominations must be submitted by Friday, July 10, 1998. Send nominations to Eric Cormier, IDG Human Resources, 5 Speen Street, Framingham, MA 01701, via mail, interoffice mail or fax: 508-935-4600.**

• *continued from previous page* •

paper on and fell in love with his work. But it's an expensive hobby. I have about 500 Carroll books — biographies, translations, illustrated versions, critical books, conference proceedings. I have a friend in San Francisco whose Carroll collection is worth millions."

While Press Here publishes mainly poetry, Welch did publish one book called *A Vote for Alice*, his own political parody of *Alice*, revamped to poke fun at U.S. elections and politics.

Welch said he first learned the publishing business by the seat of his pants. "After graduate school I was a technical writer and then a publications manager for a small Windows software company," he said. "I did complete software manuals — writing, proofing, print buying, etc. — which was really good experience. So when it came time to do my own books it became an extension of what I'd learned there. I've also found that skills I've learned in managing poetry publications have applied to computer book editing, too."

Welch said one of the challenges he faces is "lots of mail. Some days I get as many as 15 pieces of mail. I get poetry submissions, books to review, articles, queries, and subscription money too. I accept about 3% to 4% of the poetry I receive and I estimate that I receive 8,000 to 10,000 poems a year."

Welch said he has a haiku Web site that he "threw together in about two hours last fall. It has a statement of my perspective, a bio, a list of recommended books, and some sample poems of mine. The longer it stays up there the more I don't like it. I just haven't had time to improve it!"

Not only is he critical of his Web site, Welch has some critical thoughts about poetry online in general. "The reader really has to beware. Anything literary on the Internet shifts the burden of editing from the editor to the reader. There's a tendency with conventionally published poetry and literature that the better work rises to the top. However, that tendency is greatly diminished on the Internet. You can find something online that says 'The Pope is a crook' and someone will believe it and cite the site. Somewhere else someone will say the exact opposite and people will believe that. More and more people are becoming aware of this democratic nature and are judging accordingly."

> *It is a mistake to use lowercase letters for [E.E.] Cummings' name and a myth that the poet legally changed his name to use them.*

As if running a press weren't enough, Welch is also a regular on the conference circuit. Last month he spoke at the American Literature Association on E. E. Cummings and Lewis Carroll who both wrote travel journals about trips to Russia. (In a bit a poetry trivia, Welch said that it is a mistake to use lowercase letters for Cummings' name and a myth that the poet legally changed his name to use them. Cummings used initial caps, and the E. E. Cummings Society is actively involved in getting corrections made to reference books.) Welch is also assistant editor of *Spring*, the journal of the Cummings Society.

Welch also gives poetry workshops at universities, ElderHostel programs, and grade schools. In addition he has judged poetry contests (including one for the *Atlantic Monthly* online), and hosts a haiku reading series at a Borders Books in downtown San Francisco.

Welch's educational background is wide-ranging. He earned a master's in English from Loma Linda University, in Loma Linda, Calif., and his thesis was a study of the invented words and multi-language puns in Anthony Burgess' *A Clockwork Orange*. His undergraduate degree is a B.A. in communications media and English from Walla Walla College, in College Place, Wash., but perhaps his best education came in his youth.

"I'm British, but I grew up in Ghana, Australia and mainly Canada. My dad's an architecture professor and we'd always do lots of traveling around Europe and North America on his summer breaks."

He has been with IDG Books as a copy editor for two years, after having worked there previously as a freelancer. "I have a first edition, first printing of *DOS For Dummies*," he said. "It was just an idea when I first freelanced for IDG Books. But look at us now!"

### A SAMPLING OF WELCH'S WORK

**HAIKU:**

home for Christmas:
my childhood desk drawer
empty

two crabs claw
    to claw in the tidepool
the flashlight dims

spring breeze—
the pull of her hand
as we near the pet store

**TANKA:**

a snail has left
its delicate silver trail
on my book of love poems
left out on your porch
overnight

**SENRYU:**

clicking off the late movie . . .
    the couch cushion
    reinflates

—First Place Winner, 1995
Brady Senryu Contest,
Haiku Society of America

at his favourite deli
the bald man finds a hair
in his soup

## NOTEWORTHY

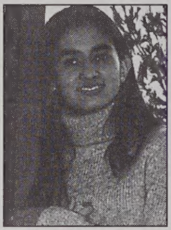
### NEW EMPLOYEES

WEILER

After working in vacation sales with Alaska Airlines in Seattle, Wash., **Sylvia Weiler** joins *CIO* as an advertising sales associate in the San Francisco office. She has a B.A. in theater from the National Theatre Academy in her native Sofia, Bulgaria, and an associate of applied arts degree in travel and tourism management from the Art Institute of Seattle.

**Polly Schneider** joins *CIO* as a senior writer in the magazine's San Francisco office. She was previously with *Healthcare Informatics* magazine, where she wrote on such topics as benchmarking, risk management, intranets and decision support for CIOs in the healthcare industry. She also created an international news department for the magazine. She earned an M.A. in journalism and public affairs with an international affairs emphasis from American University in Washington D.C. She enjoys the culinary arts and is a biker and runner.

Also a runner, **Daintry Duffy** comes to *CIO*'s Framingham office as a staff writer. She spent the last year as assistant editor and contributing editor for The Sentry Group's *Software Magazine*, where she wrote features and news articles, helped launch a Year 2000 Survival Guide series and special issue, worked on their Web page, and served as editorial liaison for contributing writers. She studied English literature at Bates College in Lewiston, Maine.


ASHER

**Kaajal Asher**, also based in Framingham, is *CIO*'s new associate graphic designer. She previously worked as a graphic designer for David Wilson Associates where she designed layouts for recruitment ads for newspapers and national trade magazines. She earned a B.F.A. in graphic design from the Savannah College of Art and Design and likes to surf the Web, take photographs and paint.

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**Nancy Suess** joins *InfoWorld* as its associate art director. She previously worked as a senior graphic designer for GeoTrain, Inc. and designed all of the firm's marketing materials. She has a B.F.A. in graphic design from the University of Wisconsin, loves parrots, big band music and the Green Bay Packers. She is particularly proud of making the move to the Bay Area from Wisconsin 18 months ago. "Almost every day has been filled with excitement and beauty," she says.

**Lamont Duncan** is *InfoWorld*'s new technology analyst, coming from Charles Schwab where he was a network engineer and specialist. He holds two degrees, a B.A. in philosophy from San Diego State University and one in political science from Golden Gate University in San Francisco. In his spare time he enjoys music, art and martial arts.

**Claudia Tsunoda** joins *InfoWorld* as a sales associate in charge of monthly forecasting, weekly closings and customer/client documentation. At her previous job with Zygo Corp., she coordinated trade shows and media and advertising calendars. She holds a B.A. in speech communication from San Jose (Calif.) State University.

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**Marilyn Mullins** leaves her receptionist job at VeriFlo Corp. to be *PC World*'s receptionist. Away from the phones she like to bowl and work with the Big Brother/Big Sister organization.

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IDC West has hired **Schelley Olhava** as an associate research assistant. Previously with Pacific Bell as a communications project manager in the consumer markets channel, she will assist with projects and reports and handle client inquiries. She earned a double major in political science and comparative literature from the University of California/Berkeley and is currently president of a young alumni club.

## Macworld Expo Gears Up for New York Debut

Macworld Expo will make its debut in the Big Apple next month as it opens for a three-day run at the Javitz Convention Center July 8-10.

The show, which is being billed as Macworld Expo: The Creative World, moved to New York from its traditional East Coast venue of Boston to capitalize on key markets for Apple such as advertising, publishing and new media.

The expo will feature more professional-level offerings, including the new Macworld Pro Conference that will focus on digital content and creation, content asset management, networking and communications on the Mac and more. A User Conference targeting beginner to intermediate attendees is also planned.

### Macworld product line meeting

The expo is being preceeded by a one-day mini Macworld product line meeting, being organized by the Macworld Global Product Support Center. The meeting, which will be held on July 7 from 10 a.m. to 3 p.m. at the Millenium Broadway Hotel, will feature a general update and outlook for 1999 from **Colin Crawford**, president and CEO of Mac Publishing LLC. Allen Olivo, senior director of marketing and advertising worldwide for Apple Computer, will also address meeting attendees. After lunch, breakout groups will focus on editorial and sales/marketing issues.

Any international *Macworld* colleagues interested in attending the meeting may still register by contacting **Sharon Sanderson**, GPSC coordinator, at sharon_sanderson@macworld.com.

IDG employees may obtain discounted admission to the show by contacting Killian Arnold at tel: 781-440-2752.

**Michelle Berube** joins IDC as a conference and trade show marketing specialist. She held a similar position at her previous job with Tufts Associated Health Plans. A graduate of Boston's Emerson College with a degree in advertising and public relations, she writes children's literature in her spare time.

Associate Research Analyst **Jill House** comes to IDC from Tufts University in Medford, Mass., where she recently graduated with a B.A. in art history. She will be working on a biweekly IDC newsletter and providing research assistance for the smart handheld device program. Outside the office, she pursues her interest in the arts.

**Kurt Lovell** will handle collections for IDC Credit as its newest associate credit analyst. He was recently with Consumer Credit Counseling of Massachusetts, where he worked as a debt management specialist. In his spare time he is finishing his degree in mechanical engineering and occasionally playing soccer.

**Christian Münz** joins IDC as a senior analyst in the systems integration and services group. He is a recent graduate Babson College's Olin Graduate School of Business in Wellesley, Mass. He studies tae kwon do and likes to play ultimate frisbee.

*All business units are welcome to send information for the Noteworthy section to: world_update@idg.com.*

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**TWENTY-FIVE YEARS**
Kathy Dinneen - IDG Research Svcs.

**EIGHTEEN YEARS**
Cindy Delany - Computerworld

**FOURTEEN YEARS**
Richard Buroni - Computerworld

**THIRTEEN YEARS**
Craig Stedman - Computerworld

**TEN YEARS**
Lawrence Manuel - Publish
Julie Gilbert - IDG New Zealand
Terry Barnes - IDG Australia

**NINE YEARS**
Maryfran Johnson - Computerworld

**EIGHT YEARS**
Bob Pinchin - IDG New Zealand

**SEVEN YEARS**
Terri Mitchell - CIO
Lisa Marie Davidson - Computerworld
Patricia Owen - PC World

**FIVE YEARS**
Lynn Christofferson - IDG Marketing Services
Sau Ching Lau - IDC/LINK
Nancy Viens - IDC

**FOUR YEARS**
Anne Saunders - FCW Gov't. Tech. Group
Aranzazu García - IDG Spain

**THREE YEARS**
Anna Rohrer - IDG Books
Simon Jary - Macworld U.K.
Erdal Demirbas - IDG Turkey

**TWO YEARS**
Caroline Cerullo - CIO
Timothy O'Connor - IDG
Heather Dismore - IDG Books
Edward Johnson - IDG Books
Mark Peterson - IDG Books
Nami Kamikura - IDG Japan
Dan Briody - InfoWorld
Peter Tripodi - IDG Central Services

**ONE YEAR**
Anne Schneider - IDG
Robin Belliveau - CIO
Elizabeth Fung - CIO
Kevin Thornton - IDG Books
Milt Sick - IDG Books
Dawn MacDowell - Computerworld
Richard Wood - IDG New Zealand
Philip Mendoza - IDC
Barbara Fredericks - InfoWorld
Mike Jacobs - InfoWorld
Julia Wildey - InfoWorld
Jane Pfeiffer - IDG Denmark
John Costello - IDG Australia
Jason Barnes - IDG Australia
Fiona Carroll - IDG Australia
Vanessa Adams - IDG Australia

### IDG.NET

*continued from page 1*

this."

IDG.net debuted in June 1997 with the launch of IDG's Global Web Ad Network, which enables advertisers to access all 210 of IDG's sites through a single entry point. The IDG.net Web site (http://www.idg.net), launched last fall, provides the same easy access service for readers. IDG.net leverages the benefits of focused Web sites, aimed at specific audiences of technology buyers in local markets, to the advantage of advertisers and readers. As a central IDG 'storefront' on the Internet, IDG.net also provides a means for IDG to be tracked in advertising and circulation rankings that are common on the Web — helping IDG's sites to compete more effectively vs. ZD Net, C|Net and CMPnet, while emphasizing the advantages of independent, targeted sites.

For more information, contact Laurie Morgan at laurie_morgan@idg.com.

### Estimated Revenue for Leading Ad-Supported Web Sites, April 1998

| Service | Estimated Ad Revenue April 1998 |
|---|---|
| Yahoo! | $8,000,000 |
| Excite | $6,900,000 |
| Infoseek | $4,200,000 |
| Netscape | $4,000,000 |
| ZDNet | $3,350,000 |
| IDG.net | $3,300,000 |
| CNET | $3,000,000 |
| Lycos | $2,200,000 |
| CNN | $2,150,000 |
| CMPnet | $2,000,000 |

Source: Electronic Advertising & Marketplace Report, May 26, 1998.

## CELEBRATING 10+

# Jean Bozman

**HOME:** Palo Alto, Calif.

**JOINED IDG:** January 1987 as Midwest correspondent for *Computerworld.*

**CAREER PATH:** I spent nine years as a *Computerworld* reporter and senior editor and started up *Computerworld*'s Midwest bureau in Chicago. In 1989, I moved to the West Coast bureau and began covering the database industry and Unix vendors. In January 1996, I joined IDC in Mountain View, Calif.

**CURRENT TITLE:** Research manager, server operating environments, which is part of IDC's Software Group.

**BEST PART OF YOUR JOB:** Having a front row seat while covering and analyzing the world's most exciting industry.

**LATEST ACCOMPLISHMENT:** Comparing all the major operating systems in a "matrix" that's 200 feature/functions deep and nearly 50 pages long.

**MOST MEMORABLE MOMENT AT WORK:** Visiting the data centers that run American Airlines' Sabre system, the New York Stock Exchange and the Chicago 312 phone exchange. You could literally hear the electrons humming at the heart of the data network.

**INTERESTS OUTSIDE THE OFFICE:** Working on a master's degree in liberal arts, visiting art museums in the major cities I visit, attending concerts and sports events in which my two children participate.

**FAMILY:** Husband Larry and son Greg, 17, and daughter Lisa, 15.

**IDG CHAIRMAN PAT McGOVERN ESCORTS IDC'S JEAN BOZMAN** *to dinner in honor of her more than 10 years of service to the company.*

**DREAM DESTINATION:** China and Southeast Asia and Africa's Rift Valley.

**FANTASY JOB:** Space shuttle astronaut.

**FIRST JOB AFTER COLLEGE:** After a quick tour of Europe, I became a copy editor at the American Institute of Physics in New York City.

**MANAGER'S PROFILE:** "Jean has a well-deserved reputation for understanding the server operating environment market. Where others have heard of the major players in the industry, Jean often knows them. It's a wonderful experience to go to an industry event with Jean and watch all the executives wave and say hello to Jean."

— ***Dan Kusnetzky**, program director, operating environments and serverware programs, IDC*

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 75 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 26

June 29, 1998

IDG'S GLOBAL QUICK QUOTE HELPS IT MARKETERS PLAN MEDIA CAMPAIGNS
PAGE 2

IDG.NET LAUNCHES NEWEST E-NEWSLETTER, DAILY IT INFORMER
PAGE 2

GET SNAPPING! THE 1999 IDG PHOTO CALENDAR CONTEST IS COMING SOON!
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

# Computerworld Smithsonian Awards Honor IT Innovators

**IDG CHAIRMAN PAT McGOVERN (LEFT) AND COMPUTERWORLD PRESIDENT AND CEO** ***Jim Martin*** *flank Spencer Crew, director, National Museum of American History, which houses the CW Smithsonian Awards permanent collection.*

What do Amazon.com, Public School 41 in Brooklyn, N.Y., and the U.S. Environmental Protection Agency have in common? They and seven other organizations are winners of the 1998 Computerworld Smithsonian Awards.

For the 10th consecutive year, the CW Smithsonian Awards recognized the most innovative examples of how information technology can benefit society. On June 8, more than 800 IT industry leaders and professionals gathered at the National Building Museum in Washington, D.C. to celebrate the achievements of the 10 winners, the 50 awards finalists and five visionary leaders.

IDG Chairman **Pat McGovern** founded the awards program to showcase IT applications that not only express creativity but also a sense of community. Back in 1988 he convinced 100

• CONTINUED PAGE 4 •

# ComNet Prague Flourishes Despite Czech Recession

## Sixth annual show attracts record number of attendees

**CLOSE TO 20,000 ATTENDEES** *descended on the Prague Exhibition Grounds during ComNet's three-day run earlier this month.*

ComNet Prague '98, the main communications, telecommunications and networking show in Central Europe, drew more international visitors than ever and a record number of attendees overall.

More than 19,600 people representing 30 countries came to the sixth annual event, held at Prague's Exhibition Grounds June 9-11. The 167 exhibitors, 20% of whom came from outside the Czech Republic, focused on presenting business solutions incorporating every-

• CONTINUED PAGE 5 •

## IN BRIEF

# Global Quick Quote Helps IT Marketers Plan Global Campaigns

IDG has taken the wraps off "Global Quick Quote," a proprietary Web tool designed to assist technology advertisers in planning for their global media campaigns. The free service is accessible within the marketing resources area of IDG.com, at http://www.idg.com/globalquickquote.

With Global Quick Quote, media professionals will be able to preview online their options for placing campaigns and receive estimates for purchasing advertising across any of IDG's 285 publications.

"One of IDG's priorities is to develop innovative services and tools that will help IT marketers in their global advertising efforts. Though it's not intended as an exact gauge for planning media, Global Quick Quote is a fast, interactive way for media pros to consider their targeting options for international and regional campaigns and to learn roughly what they can expect to pay," said **Frank Cutitta**, managing director/international for IDG Marketing Services.

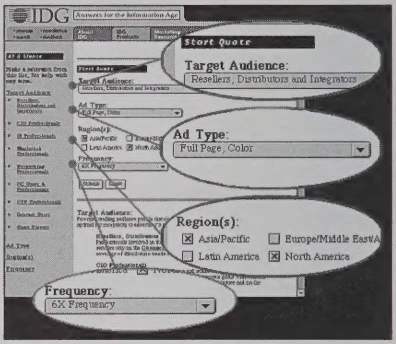
The innovative Web tool, which is the first of its kind in IT advertising, simply requires an advertiser to specify target audience, ad type, frequency and geographical region. The advertiser can then view sample media plans and budget requirements.

With Global Quick Quote marketers can quickly and easily get the facts and figures they need to look smart, meet a deadline, close a deal and make an informed buying decision, according to **Pat Jones**, director of multimedia development at IDG Marketing Services. Jones, along with Web Developer **Michael McCafferty** and **Ed Collins**, lead designer, developed the Quick Quote product.

Global Quick Quote will eventually provide similar information about online advertising through IDG.Net, IDG's network of 210 Web sites.

To try out Global Quick Quote, go to http://www.idg.com/globalquickquote.

For more information, contact lynn_christofferson@idg.com.



Start Quote

Target Audience: Resellers, Distributors and Integrators

Ad Type: Full Page, Color

Region(s):
☒ Asia/Pacific ☐ Europe/Middle East/A
☐ Latin America ☒ North America

Frequency: 6X Frequency

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# IDG.net Launches *IT Informer*

IDG.net, the IDG Online Network, <http://www.idg.net>, last week launched its newest daily newsletter, *The IT Informer*. The daily e-mail publication offers the best in IT commentary, interviews, special reports, research and book reviews, through the work of journalists and columnists from various IDG publications including *Computerworld*, *InfoWorld*, *PC World*, *Network World*, *CIO* as well as IDC.

The first week's issues featured commentary from **Robert Cringely** and **Mark Gibbs**, an *InfoWorld* interview with Cabletron CEO Craig Benson, a research brief on India's IT market from IDC, and a Windows 98 performance preview from the PC World Test Center.

"*The IT Informer* will be a 'must-read' for IT managers, technology marketers and executives, as well as computer industry analysts," said **Mark Cappel**, editor-in-chief of the IDG.net site. "Commentary and analysis from industry luminaries like **Bob Metcalfe**, *InfoWorld* columnist and IDG vice president of technology; **Frank Gens** and **John Gantz** of IDC; and columnists David Moschella and Nick Petreley, guarantee that *The IT Informer* will be nothing short of thought provoking.

For more information, contact IDG.net Editor-in-Chief **Mark Cappel** via e-mail at mark_cappel@idg.com.

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# ICE Executive Forum Will Focus on Extranets

IDG Internet Commerce Expo will host the Executive Forum on Extranets July 15-16 at the Hyatt Hotel in Cambridge, Mass. The event will feature electronic commerce case studies presented by senior executives from leading U.S. corporations including Federal Express, Marriott Hotels, Allied Signal, Business Wire, Prudential HealthCare and many others. Highlighting the event will be a keynote presentation from IDG Vice President of Technology and InfoWorld columnist Bob Metcalfe. Cost for the two-day forum is $1,595; however, a limited number of discounted registrations are being offered to IDG employees for $499. For more information on registration and the program agenda, contact **Will Green** at ICE at 508-820-8601 or will_green@iceexpo.com. The full agenda is available online at <http://www.idg.com/ice/extranets/index.html>.

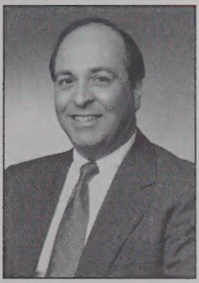
EXTRANETS

JULY 15-16, 1998
Hyatt Hotel

Learn Winning Strategies from these Internet Pioneers

ICE

# ON LINE



**JIM CASELLA**

*IDG's chief operating officer is this week's columnist.*

**Q I heard on the radio the other day that the elderly are the fastest growing segment of PC and Internet users in the U.S. Is there any IDG publication or product that addresses this group?**

**A** I believe that individuals identify their information needs by topic and not by their age group. For example, I have a 75-year-old uncle, who is a retired superintendent of schools, and he is an avid fan of our *For Dummies* series. He chooses particular applications that are of interest to him and then buys the appropriate book to serve as a tutorial. He has remarked on several occasions to me that he finds the pedagogy of the series to be excellent! Information technology has allowed all age groups to become lifelong learners. I believe that distance learning will become more and more common as the Internet allows for ubiquitous learning. This change will allow all of us to continue to grow intellectually as we age.

**What are your thoughts on Apple's long-term prospects and, by extension, the fate of IDG's *Macworld* product line around the world?**

Under Steve Jobs' leadership Apple has recorded two profitable quarters in a row. In part, this turnaround was helped by eliminating the clone market. Unfortunately, in the short term this has removed a substantial amount of advertising from the marketplace worldwide. More importantly, though, Apple has introduced new innovative products that have brought new excitement to the Apple market. The company is now following a focused strategy of building on its strengths, for example, with content creators. I am optimistic that Apple now has the momentum and commitment to rebuild a strong company that will be supported by its loyal users. These users are the readers of *Macworld.* They are demonstrating their support for *Macworld* by paying more for their subscriptions and for the single copies they buy on the newsstand.

In many markets outside of the U.S., *Macworld* continues to perform very well. This is true in Germany and the U.K., for example. In some countries, though, the local management has decided to transition the publication to more of a cross-platform book to better serve the needs of the market. These decisions are never easy, but are best made by the manager and team closest to the market. [President] **Colin Crawford** and his colleagues at Mac Publishing remain committed to serving the needs of the Apple market. They are constantly evaluating new products and services that will allow them to grow with their market.

**Given today's tight job market in the U.S., are we having a harder time filling open positions? Have we had to alter our recruiting strategies in any way to attract qualified candidates?**

With the U.S. economy being in the best condition in at least 25 years and unemployment at a record low, many of our business units are finding it very difficult to fill open positions. Our corporate HR group maintains a database of candidates across a wide range of positions. **Susan Brown** manages this and works directly with the business units. She is assisted by **Anne Schneider**. We continue to rely, as well, on our employee referral program, which is how we fill almost 20% of our open positions. We are also turning to new sources on the Web.

IDG provides an excellent career opportunity for many individuals, and we continue to share this information with potential employees!

Both of our new launches, *Solutions Integrator* and *The Industry Standard*, were able to attract the talent that they needed to ensure their success.

**If the answer to any of the questions below is "yes," the *IDG World Update* editors want to know!**

**Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? (Questions will be sent anonymously.)**

**Do you have a story idea for *IDG World Update*?**

**Do you have a comment about something you liked — or didn't like — in this newsletter?**

## IDG WORLD UPDATE NEEDS YOU!

***Use this space to send in questions, comments and story ideas:***

***Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.***

## CW SMITHSONIAN AWARDS

*continued from page 1*

CEOs of top IT companies to be on the Chairman's Committee, which nominates technology applications.

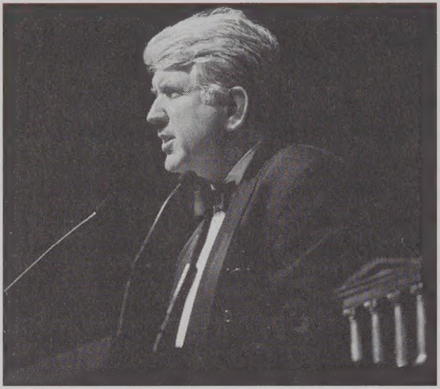
McGovern still heads the committee, and this year more than 650 technology applications were nominated. Of those, 442 case studies were submitted for inclusion in the permanent research collection that is part of the Smithsonian's National Museum of American History. The case studies came from 19 countries and 40 states in the U.S. From the 442 submissions, five finalists in each of 10 categories (including business, medicine, education and the arts) were recognized at the June 8 ceremony, and one winner in each category receives the CW Smithsonian Award.

### Leadership Awards honor individuals

Five individuals received CW Smithsonian Information Technology Leadership Awards for their exceptional personal insight, inspiration, leadership and achievement. Among them was IDG Vice President of Technology **Bob Metcalfe**, who received the MCI Leadership Award for Innovation. Metcalfe, inventor of Ethernet and founder of 3Com Corp., is now an executive correspondent for *InfoWorld* and renown commentator about computing culture in general and the Internet in particular.

The other Leaderhip Awards and their categories went to Prof. John A. Pople, theoretical chemist and founder of the Gaussian Model (breakthrough science); Scott McNealy, co-founder and CEO of Sun Microsystems (global integration), Vice President of the United States Albert Gore, Jr. (education) and Prof. Jay Forrester, MIT Sloan School of Management (lifetime achievement).

More information on the Awards Program and the more than 2,000 case studies recognized over the past 10 years is available online at the Computerworld Smithsonian Innovation Network <http://innovate.si.edu>.



**IDG VICE PRESIDENT OF TECHNOLOGY *Bob Metcalfe***, *winner of the MCI Leadership Award for Innovation, was one of five individuals honored for exceptional personal insight, inspiration, leadership and achievement.*

TOM LIPPERT PHOTOS

**IDG CHAIRMAN PAT McGOVERN** *established the Computerworld Smithsonian Awards in 1988 to honor outstanding achievement in using information technology to benefit society.*

## THE 1998 CW SMITHSONIAN AWARD WINNERS

***Media, Arts & Entertainment***
**Public School 41 (Brooklyn, N.Y.)**

***Finance, Insurance and Real Estate***
**Fannie Mae and Finet Holdings Corp. (Washington, D.C.)**

***Business & Related Services***
**Amazon.com (Seattle, Wash.)**

***Government & Non Profit Organizations***
**Focus: HOPE (Detroit, Mich.)**

***Medicine***
**Maimonides Medical Center (Brookly, N.Y.)**

***Science***
**University of California (Berkeley, Calif.)**

***Education & Academia***
**JASON Foundation for Education (Waltham, Mass.)**

**For more information, contact Mark Bailey or Simone Ross at tel: 617-478-2704 or cwsa@cudaback.com.**

## THE 1999 IDG PHOTO CALENDAR CONTEST IS COMING!

**Dig out those cameras and dust off those photo albums — the 15th annual IDG Employee Photo Calendar Contest is about to begin!**

**The contest is open to all IDG employees around the world. Twelve outstanding photos will be selected for inclusion in next year's calendar. One could be yours!!**

**You may submit up to two color or black-and-white prints or slides. Be sure each entry is clearly labeled with your name, business unit, e-mail address and telephone number. Entries must be received by Monday, Sept. 14. PLEASE NOTE: Due to the overwhelming number of entries, PHOTOS WILL NOT BE RETURNED! Please make copies! Mail entries to: IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, U.S.A.**

**Questions? Contact Penny Winn (penny_winn@idg.com) or Patricia Smith (patricia_smith@idg.com).**

IDG

## *Job Opportunities - June 29, 1998*

**President (IMS)**

Reporting to IDG's Executive Committee, the President will be responsible for the growth of IDG's advertising revenues from all major IT industry clients and agencies. He/she will be expected to leverage the reach and reputation of IDG --along with the strength of its research and brands-- into cross-publication advertising contracts and mutually beneficial long-term business partnerships.

The President should be focused on account-specific business challenges and plans, guide clients through relevant media and marketing choices, and develop and persuasively present IDG advertising solutions. Working closely with IDG's major businesses, the President should become quickly and thoroughly familiar with the positioning, competitive milieu and sales stories of each print and electronic publishing product, and be able to link and present them from a unified IDG perspective. He/she should seek guidance from and build consensus among IDG BU heads in developing networked advertising strategies, rates, promotions, budgets and resource allocations. He/she will be responsible for managing IMS operations and establishing and enforcing sales targets and client service goals.

Candidates should have an in-depth company-specific understanding of the business priorities and strategies of key IT clients and prospects, as well as current senior-level industry contacts. A demonstrated track record of innovative sales solutions, strong year-to-year revenue results, a solid understanding of competitive strategies, and the ability to recruit, manage and motivate a large sales operation are essential. Considerable client-centered travel, exceptional communications and negotiation skills, and sound financial management skills are required. *Location: San Francisco, CA*
Contact: T. Mathews, Fax: 508-935-4600, Phone: 508-935-4710, Email: tom_mathews@idg.com

**Administrative Assistant (CIO)**

CIO Magazine is seeking an administrative assistant to help support its busy, 40 person editorial department. This entry-level position requires a person with a can-do attitude, an eye for detail, an excellent telephone manner and strong customer relations skills. This person will serve as the first point of contact for anyone with general questions about the editorial department. This individual will also assist the Editorial Operations Manager with various special projects, special issues, events etc. Candidates must be able to work well independently and with other people. Must be familiar with Macintosh and have some knowledge of MS-Word and Filemaker Pro. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Sales Assistant (CW)**

Computerworld Careers has an immediate opening for a Sales Assistant in our fast-paced sales group. We are seeking a highly organized, detail-oriented individual with excellent computer skills. The ideal candidate will have 1+ year of administrative experience and the ability to support multiple sales territories. The primary focus of all our sales efforts are performed in Lotus Notes. Strong attention to detail and excellent communication/telephone skills is a necessity. Ability to function well in a deadline oriented department is an absolute must. College degree preferred. *Location: Framingham, MA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Display Ad Coordinator (CW)**

The individual in this position will work closely with clients, agencies, sales offices in the booking of ROP advertising, tracking and shipping of ad materials, organization of insertion orders, input of billing information, and maintenance of records and reports. This person also acts as a liaison with production and sales regarding layout positioning. Strong organizational skills, ability to handle multiple tasks under the pressures of a weekly deadline, customer service orientation, excellent phone manner, and computer skills required. The ability to work independently while contributing to a close-knit department is essential. 1-3 years' experience in ad coordination, advertising, print and production helpful. *Location: Framingham, MA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Consulting Director, Personal Systems Consulting (IDC)**
This position, which reports to the Vice President of Personal Systems Consulting, is a project manager and business development leader for custom consulting projects covering personal systems, peripherals and distribution arenas. The projects includes market and competitive analysis, market sizing and forecasting, product and technology assessments, user requirements, business and market plan development, entry and growth strategies. Skills and experience required include: strong project management skills, computer industry analyst and or market consulting experience, MBA preferred, entrepreneurial, high sense of responsibility.
*Location: Framingham, MA or Mountain View, CA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: idc_jobs@idc.com

**Training and Development Administrator (IDG)**
The Training & Development Administrator's primary responsibilities will be to support IDG's East Coast Collaborative Training Program which includes marketing courses; responding to inquiries; processing enrollments, cancellations and evaluations; tracking utilization and producing reports. In this position you will also support the IDG Employee Opinion Survey process which includes the collection, organization and presentation of survey data. Other responsibilities include coordinating on- and off-site meetings and conferences as well as overseeing the training resource library and other duties as assigned. The ideal candidate should exhibit excellent customer service skills, have moderate analytical skills, be familiar with Microsoft Office products, and have the ability to handle multiple priorities. Bachelor's Degree and two to three years work experience required. *Location: Framingham, MA*
Contact: J. Lynch, Fax: 508-935-4600, Phone: 508-935-4041, Email: julie_lynch@idg.com

**Marketing Director (IDG/WEC)**
Development and execution of marketing strategy and plans for assigned conference and tradeshow events, with an emphasis on executing plans that meet or exceed targeted attendance at IDG World Expo events. Responsible for development of web, DM and advertising campaigns, negotiation of trade agreements, selection and management of creative and fulfillment vendors. Development of sponsor and exhibitor sales materials and generation of qualified sales leads. Responsible for supervision of audience research and development of post-event campaign metrics and analysis. Development, management and administration of marketing budgets for assigned events. Approximately 20% travel, primarily to assigned events. 7-10 years experience in technology or technology event marketing. *Location: Framingham, MA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

**Advertising Coordinator (NW)**
This individual will be responsible for all advertising operations for either Direct Response for ROP Advertising including receipt, logging, and processing of advertising sales orders and materials, layout specifications and requirements for accounts. Heavy data entry and phone work with clients and sales reps. Will also assist department manager with administrative reports and act as back-up for display coordinators. Requires the ability to work under deadline pressure, handle multiple tasks at once and work with new technology. Must be detail oriented and have willingness the learn computer systems. *Location: Framingham, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

Places to find a complete listing of job opportunities across IDG:
- Lotus Notes - Job Opportunities Database
- IDG Central - http://idgcentral.com
- IDG Web Site - http://www.idg.com
- Job Hotline - MA: 508-935-4406
- The World Update on the last Monday of every month

Volume 3, Number 5

June 29, 1998

# IDG U.S. UPDATE

PUBLISHED MONTHLY FOR IDG EMPLOYEES IN THE U.S.

## Boston-Area Employees Raise Over $19,000 to Fight AIDS

AIDS WALK
AIDS WALK BOSTON
AIDS WALK BOSTON

DON FRANCY

**THE “POST-WALK” POSE.** *Some members of the IDG team assemble for a group photo (front, l-r):* **Deb Goldstein**, *Tammy Buffam,* **Karen Lincoln, Lisa Smith** *and* **Michelle Byda-Attahir**. *(Standing, l-r)* **Jeremy Draper, Amy McCabe**, *Stephen Francy,* **Doreen Francy, Donald Young, Cara Kelley**, *IDG friend,* **Maureen Roberti, David Emberley, Laurie Gomes, Jane Jordan, Anne McCrory, Erica Driscoll**, *Michael Roberti,* **Kathleen Ohlson** *and* **Suzanne LePage**.

Once again, IDG made a significant contribution to the annual AIDS Walk in Boston, held this year on June 7. Braving late morning rains, 30 IDG walkers covered the 6.2-mile route, raising $19,334 in contributions and matching funds.

As a company, IDG was the AIDS Action Committee's third largest corporate sponsor. Including a corporate contribution of $10,000, IDG presented a total of just under $30,000 to the group. During the nine years IDG has participated in the walk, IDG and its employees have collected approximately $355,000.

Overall, more than 20,000 people participated in the 13th annual walk and raised over $2.2 million dollars. Funds collected for the walk will go toward the AIDS Action Committee and 23 other outstanding local AIDS service and educational organizations.

"I want to thank everyone who participated," said IDG List Services President **Deb Goldstein**, who co-chaired IDG's participation this year. "Special thanks go to all the team captains and especially to [IDG International Publishing Services Licensing Administrator and Support Manager] **Suzanne LePage**, my co-captain, who was wonderful in sharing all the work to be done."

Employees who raised more than $250 (including matching gifts) received a T-shirt and those who raised more than

• CONTINUED ON PAGE 3 •

## Summer Sizzler!

### Employee Referral Bonus doubled for three months this summer

From July 1 to Sept. 30, 1998, the IDG Employee Referral Bonus has been increased to $1,000 for each referral that results in a regular full-time of part-time hire **within participating divisions**, and $500 for each casual part-time referral working a minimum of 20 hours per week.

With two successful referrals, you will be entered in the year-end drawing for the following: $2,000 for the grand prize winner and $1,500 for the runner-up.

Resumes and "Summer Sizzler" forms must be received by HR between July 1 and Sept. 30, 1998. Please see your Human Resources representative for details.

## Don't Forget!

Friday, July 10 is the deadline for nominating a colleague for an IDG Corporate Boviard STAR Award! The award is designed to recognize corporate employees who display outstanding Service, Teamwork And Results. Up to three awards will be presented at the IDG Corporate Picnic in July in Framingham. For a list of eligible business units and a nomination form, see last week's *IDG World Update*, your HR representative or go to http://www.idgcsg.com.

## TRAVEL UPDATE

# IDG's Interactive Travel Booking Product Offers New Capabilities

Enhancements continue to be made to IDG's online travel booking product, AXI (American Express Interactive). The newest version includes the following:

### GETTING STARTED

A new feature that provides travelers with all the information they need to begin booking travel offering a step-by-step guide to setting up a travel arranger, filling out personal profiles and making travel arrangements.

### TRAVEL RESOURCES

This valuable information for business travelers, which is updated regularly, is provided by American Express Publishing and includes the following:

**Hub Cities:** Gives travelers the hub cities for major carriers.

**800 Numbers:** A convenient listing of toll-free numbers for airlines, hotels and car rental companies.

**SkyAwards:** Find out which airlines have teamed up with hotels and rental-car companies to bring you the best travel values.

**Plane Configurations:** View seat and row configurations for the airlines' most popular aircraft (determined by total miles flown and passenger volume).

**Weather:** Find out what to pack when traveling to major U.S. cities.

**Airline Mileage Promotions:** See which airlines are offering mileage bonuses, updated monthly.

**Airport Business Services:** This section lists the business services available to travelers at the major U.S. airports.

### LINKS TO AXI FEATURES

The new AXI Gateway screen contains links directly to the following AXI features:

**Currency Converter:** A direct link to the AXI Currency Converter, which allows travelers to calculate and compare over 200 currencies.

**World Guide:** A direct link to the AXI World Guide containing destination information on over 300 locations worldwide.

### Q & A ABOUT AXI

This new area answers all of the questions travelers frequently ask about AXI on topics including: AXI overview, Travel Arranger functionality, travel policy, booking travel, destination information, and much more.

If you have any questions about AXI or the new features of AXI, or if you would like to request an ID and password for a colleague or someone you arrange travel for, please contact **Paul Carlin** by phone at 508-820-8645, by fax at 508-820-8620 or by e-mail at paul_carlin@idg.com.

**Please note:** For those current AXI users, log-in procedures have been changed as well, and if you have not been notified already, please contact Paul Carlin.

## Did You Know...

**London Heathrow began rail service** between London's Heathrow Airport and central London on June 1. The Heathrow Express, a direct rail link connecting airport terminals to London's Paddington station, will offer the most timely service — averaging 15 minutes — from the airport to central London.

**Alaska Airlines and KLM Royal Dutch Airlines** have joined the recent joint alliance fray and formed a marketing alliance that will coordinate flight schedules and let passengers earn miles for both frequent flyer programs.

**Delta and United Airlines** also announced a marketing alliance that will coordinate flight schedules and allow for reciprocal mileage programs. This alliance joins the No. 1 and No. 3 carriers in the world and will permit code share everywhere in the world except Europe, where regulators take a dim view of alliances.

**Virgin Atlantic** became the 14th airline to join American Express' Membership Rewards Program, allowing members to earn one mile for every dollar spent.

**Electronic ticketing procedures have been enhanced** and now provide a fast, cost-saving option for ticketing last-minute trips, shuttle services and domestic travel. Once your itinerary has been booked, your travel counselor will fax you a copy for review and your ticket can be picked up at the airline's ticket counter.

**United Airlines eliminates advance boarding passes** effective June 8. United will continue to offer customers advance seat assignments up to 11 months prior to travel. However, boarding passes will now be issued at the originating airport on the day of departure. Customers are now required to check-in with an airline representative at the airport and present photo identification prior to boarding.

Beginning May 27, American Airlines began putting its designator code on Iberia flights between Madrid and Miami, and, as of June 10, added flights from Madrid to New York and San Juan, Puerto Rico. Effective July 1, American will also be adding code share access on Iberia flights from Madrid to Barcelona, Malaga, and Palma de Mallora, Spain.

# IDG EMPLOYEE REFERRAL BONUS

$ $

## SUMMER SIZZLER!

### HOT DAYS . . .

### COLD CASH!

- ***FROM JULY THROUGH SEPTEMBER THE IDG EMPLOYEE REFERRAL BONUS HAS BEEN INCREASED TO $1,000 PER HIRE!***
- ***REFERRAL MUST RESULT IN A REGULAR FULL TIME OR PART-TIME HIRE WITHIN PARTICIPATING DIVISIONS***
- ***$500 FOR CASUAL PART-TIME REFERRALS WORKING A MINIMUM OF 20 HOURS***
- ***PLEASE SEE YOUR HR REPRESENTATIVE FOR DETAILS!***

$ $

# IDG EMPLOYEE REFERRAL BONUS

# SUMMER SIZZLER!

HOT DAYS . . .

COLD CASH!

## YOU GET

$1,000 for each referral that results in a regular full-time or part-time hire within participating divisions. $500 for casual part-time referrals working a minimum of 20 hours. With 2 successful referrals, you'll be entered into the year-end drawing for the following: **Grand Prize -- $2,000** **Runner-Up -- $1,500**

## RULES

- You may be an employee of any IDG Division to participate; however, you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date for that specific position will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision
- All resumes and forms must be received by Human Resources between July 1, 1998 and September 30, 1998

Date:______________________________

Applicant's Name:______________________________

Position Referred to:______________________________

Company Name:______________________________

Referred by: (Employee Name)______________________________

Company Name:______________________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager

### FOR HUMAN RESOURCES USE ONLY

Employee Receiving Bonus:______________________________

Company Name:______________________________

Referred Employee:______________________________

Company Name:______________________________

Date of Hire:______________________________

Ninety Day Date:______________________________

Charged to BU/Department# ______________________________

H.R. Signature:______________________________

Bonus check to be given to:______________________________

Bonus Amount: **$500** **$1,000**

# *Network World* Account Rep Speaks the Customer's Language

IDG WORLD UPDATE

**MICHAEL EADIE HAS FOUND THAT HIS QUEBECOIS** *roots have helped pave the way for Network World to secure increased business from Montreal-area customers.*

*Parlez-vous français*? Well, **Michael Eadie** does, and fluency in the language as well as excellent customer service recently earned him the "Best Account Executive of the Year" award from *Network World* client Memotec.

Based outside Montreal, the $35 million company manufactures broadband access devices. Memotec had been a *Network World* client in 1996, but last year the firm didn't advertise in *Network World*, citing the publication's relatively steep rate card.

Enter Michael Eadie. Previously focused exclusively on inside sales for the East Coast, Eadie was asked last September to add an outside sales territory — Quebec — to his portfolio. Eadie's family is from Quebec, and his fluency in the local language began to open a lot of doors as he called on customers.

"It's given me a nice edge to speak French," Eadie acknowledged. Memotec came back as a customer in a big way — it has given *Network World* more business than it has to any other high-tech publication in 1998.

Eadie has worked with Memotec on a number of merchandizing projects, such as helping them find out more about the leads they're getting, securing direct mail lists, providing ad reprints and other items needed to display at shows, and presenting information about the buying return they're getting from advertising wtih *Network World*. In appreciation, Memotec gave him a plaque, recognizing him "For All the Little Things."

Memotec is just one of the Montreal-area companies Eadie has persuaded to come aboard have the *Network World* bandwagon this year. If you ask Eadie if he's enjoying his job these days, he's sure to answer "*mais oui*!"

## SAN FRANCISCO AIDS WALK SET FOR JULY 19

**IDG employees in the San Francisco area are gearing up for their 10K AIDS Walk on July 19th in Golden Gate Park. The money raised goes to the San Francisco AIDS Foundation and other Bay Area organizations involved in the fight against AIDS. Last year the IDG team raised over $14,000 placing 40th out of 800 teams. There are currently about 30 IDGers registered to walk this year and more are welcome to join.**

**Anyone interested in walking (or sponsoring a walker should contact Accounting Associate Diane Hacker at diane_hacker@publish.com or tel: 415-978-3288.**

## AIDS WALK

*continued from page 1*

$500 (including matching gifts) received both a T-shirt and sweatshirt.

### Top fundraisers

IDG's top fundraisers were as follows:

Grand Prize: **Laura DiDio**, Computerworld ($5,420), won a weekend for two at a B&B of her choice. First prize: **Sally Reinfeld***, IDG Accounting ($1,485), won a $300 gift certificate to a store of her choice. Second Prize: **Jeremy Draper**, CIO, won a $200 gift certificate to a store of his choice. Third prize: **Rebecca Segal**, IDC, won a $100 gift certificate to a restaurant of her choice.

### Honorable mentions

The Honorable Mention winners each received a $50 gift certificate to a restaurant or store: **Cathy Sampson***, Network World; **Donald Young***, IDG Corporate Support Center; **Michelle Byda-Attahir***, IDC; **Erica Driscoll**, Computerworld; **Sarah Manchester**, IDC; **Melissa Bartlett**, Network World; **Cheryl Giangregorio**, Computerworld; **Maureen Roberti***, Computerworld.

The other IDG employees who collected pledges or served as team captains:

**David Emberley**, IDC; **Doreen Francy**, IDC; **Jane Jordan**, IDG Accounting; **Maureen Rondeau***, IMS; **Kathleen Ohlson***, IDG International Publishing Services; **Pauline Chouinard**, Network World; **Karen Lincoln**, Network World; **Heather Beauton**, CIO; **Jennifer Brunet**, CIO; **Laurie Gomes**, Computerworld; **Tina Pescaro**, Network World; **Kim Galloni**, CIO; **Susan Woodworth***, CIO; **Denise Perreault**, CIO; **Lynn Palmquist**, CIO; **Amy McCabe**, CIO; **Cara Kelley**, CIO; and **Allison Stamm***, IDG Research Services.

** denotes team captain*

• FOR SALE • FOR RENT • BIRTHS • MARRIAGES • PEN PALS • HOUSE EXCHANGES • FOR SALE • FOR RENT •

HOUSE EXCHANGES

# IDG WORLD UPDATE's MARKETPLACE

BIRTHS

• PEN PALS • MARRIAGES • BIRTHS • FOR RENT • FOR SALE • HOUSE EXCHANGES • PEN PALS • MARRIAGES •

## FOR RENT

- **Quintessential Maine coast vacation home**. Charming, comfortably furnished home on the ocean about a half-hour north of Kennebunkport. Wonderful, panoramic views from most rooms, mile-long sandy beach close by. First floor has living room with fireplace, large glassed/screen porch, kitchen, dining room, and bath. Second floor has master bedroom with drop-dead ocean views and deck, plus two more bedrooms and bath. Limited to six people. Weekly rentals at off-season rates available starting August 29.

  - Contact Melville Realty at 207-284-5350 or e-mail Cathy Baskin at cathy_baskin@pcworld.com

- **Experience island living on Great Cranberry Island** near the heart of Acadia National Park. The island is a 20-minute ferry ride from beautiful Northeast Harbor. The ferry runs about every 2 hours between 8:00 a.m. and 6:00 p.m. A water taxi is also available. This cozy 4-bedroom (plus loft), one-bath house with stove/fireplace includes the use of a car on the island. House is equipped with washer/dryer. Great Cranberry Island is about two miles long and one mile wide, and has a general store (which sells groceries, beer, and wine, and serves lunch) and a gift shop. On the mainland, you can enjoy hiking in the Acadia Mountains, mountain biking on the carriage trails or shopping in Bar Harbor. Available dates: 8/16 - 9/7. Weekly rate: $600.

  - Mike Comiskey, 508-935-4498, mcomiskey@idc.com

## FOR SALE

- **1990 Acura Integra RS**. Great car, two-door hatchback, five-speed, white with AM/FM cassette deck, air-conditioning. Only had one-owner. Asking $3,600 or best offer.

  - Cindy Borovick, IDC, 508-935-4255 lborovick@idcresearch.com

- **1994 4-door Honda Accord**. White w/gray interior. Power everything. AC, cruise control. 6-disc CD player. 75K miles. Asking $10,500 (negotiable)

  - Kevin Kane, IDC, tel: 508-935-4198, kkane@idc.com

- **Classy...yet cheap**! Like-new matching Queen Anne sofa and wing chair from Paine's furniture. Cream brocade upholstery with rose, slate blue and soft gold stripe. Cherry-stained wooden legs. Both pieces are in excellent condition from a pet-free environment. Sofa is 80 x 32 inches. Photo sheet available; just call and I'll send one over. $699 or best offer.

  - Mary Lester, CIO, 508-935-4728, mlester@cio.com

## MARRIAGES

- InfoWorld Events/Trade Shows Specialist **Cathy Lin** and John Smith were married May 24 in Burlingame, Calif. Cathy will now go by the name of Cathy Smith.

- Network World Senior HR Representative **Danielle Volpe** married Robert Caldwell on May 23 in Connecticut. Danielle will now go by the name Danielle Caldwell.

- InfoWorld Editor at Large **Dana Gardner** and IDG.net Editor **Sherry McInroy** were married April 30 in a ceremony on Mt. Tamalpais in Marin, Calif.

## BIRTHS

- **John Bosso** (Computerworld's Rochelle Park, N.J. office) and his wife Michelle welcomed the arrival of their first child, Megan Isabelle Bosso, on June 7. Megan weighed 8 lbs and was 20 1/2 inches long.

- **Heidi Hynes** (IDG) and her husband George welcomed the arrival of their first child, Emma Jan, on June 4. Emma weighed 7 lbs., 5 oz. and was 20 inches long.

- **Emma Parsons** (IDG Marketing Services/Europe, Middle East and Africa) and her husband Jim welcomed their first child, Alice, on April 15. Alice weighed in at 8 lbs., 1/2 oz.

- **Andy Hart** (IDG Marketing Services/Europe, Middle East and Africa) and his wife Emma welcomed their son Max into the world on March 2. Max weighed 7 lbs., 8 oz.

- **Diana Garza** (IDG Global Communications) and her husband Michael welcomed Mariah Brook Garza into the world on May 14. Mariah weighed 8 lbs., 6 oz. and was 21.5 inches. She has a big brother, Marcus, who's two years old.

### HAVE SOMETHING YOU WANT TO SELL, RENT, BUY OR ANNOUNCE?

Send your Marketplace ads to *IDG World Update* at world_update@ idg.com or fax: 617-423-0712. Please include your name, business unit, telephone number and e-mail address.

*IDG World Update Online*'s Marketplace section (http://idgcentral.com) is updated whenever an ad is received. **Ads for the print Marketplace must be received by July 16 to appear in the July 20 issue.**

# Week of June 29, 1998

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| CW | Prod | Display Ad Coordinator | Framingham, MA | P. Fowler Sheer | P: 508/820-8647 | F: 508/879-3760 |
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| CW | HR | Human Resources Representative | Framingham, MA | S. Perry | P: 508-820-8160 | F: 508-270-1160 |
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| FCW | Finance | Financial Analyst | Falls Church, VA | J. Dendievel | P: 703-876-5057 | F: 703-876-5089 |
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| IDC | Intern | Intern, Latin America Research | Miami, FL | A. Port | P: 508-935-4137 | F: 508-935-4610 |
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| IDC | Rsch | Associate Research Analyst, CIA/IRS | Framingham, MA | E. Baptiste | P: 508-935-4649 | F: 508-935-4610 |
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| C | Rsch | Inquiry Analyst | Framingham, MA | E. Baptiste | P: 508-935-4133 | F: 508-935-4610 |
| C | Rsch | Manager/Director of Application Development Tools | Framingham, MA | E. Baptiste | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Program Manager, Internet Commerce Services | Framingham,MA, Mt. View, CA or Austin, | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
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| IDC | Rsch | Research Analyst, Asset Management | Framingham, MA | E. Baptiste | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, Data Communications | Framingham, MA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, Local Area Networks | Framingham, MA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, Semiconductors | Framingham, MA | E. Baptiste | P: 508-935-4133 | F: 508-935-4610 |
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| IDC | Rsch | Senior Research Analyst, Call Center Services | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
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| IDC | Rsch | Senior Research Analyst, Outsourcing | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
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| IS | Sales | Account Executive, Marketplace | San Francisco, CA | K. Sharbrough | P: 415-733-5438 | F: 415-733-5401 |
| IS | Sales | Account Executive, Recruitment | San Francisco, CA | K. Sharbrough | P: 415-733-5438 | F: 415-733-5401 |
| IS | Sales | Ad Sales Associate | New York NY | C. Lucanegro | P: 415-733-5437 | F: 415-733-5401 |
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| NW | Edit | Senior Editor | CA | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
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| NW | Sales | Sales Assistant | Santa Clara, CA | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
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| PCW | Admin | Administrative Assistant | San Francisco, CA | L. Grubbs | P: 415-978-3275 | F: 415-442-1891 |
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| PCW | Edit | Senior Editor, News | San Francisco, CA | B. Snyder | P: 415-267-1715 | F: 415-442-1891 |
| PCW | Edit | Sr. Associate Editor | San Francisco, CA | C. Thornton | P: 415-974-7475 | F: 415-442-1891 |
| PCW | Finance | Financial Analyst | San Francisco, CA | M. Buckingham | P: 415-978-3308 | F: 415-442-1891 |
| PCW | HR | Manager, Human Resources | San Francisco, CA | R. Willoughby | P: 415-978-3205 | F: 415-974-7316 |
| PCW | Prod | Production Manager | San Francisco, CA | L. Manes-Goodw | P: 415-978-3315 | F: 415-974-7402 |
| PCW | Systems | Information Systems Specialist | San Francisco, CA | N. Noble | P: 415-978-3361 | F: 415-442-1891 |
| PCW OSG | Ad Sales | Ad Sales Operations Coordinator | San Francisco, CA | E. Wayman | P: 415-978-3377 | F: 415-974-7491 |
| PCW OSG | Ad Sales | West Coast Advertising Director, PCW OSG Advertising S | San Francisco or Los Angeles | T. Gewecke | P: 415-978-3153 | F: 415-442-1891 |
| PCW OSG | Circ | Customer Service Representative | San Francisco, CA | M. Green | P: 415-975-2680 | F: 415-974-7491 |
| PCW OSG | Edit | Editor, Tip World/Dummies Daily | San Francisco, CA | R. Glitman | P: 415-267-1769 | F: 415-442-1891 |
| PCW OSG | Edit | Senior Editor, PC World Today | San Francisco, CA | P. Lemmons | P: 415-267-1776 | F: 415-442-1891 |
| PCW OSG | Sales | Account Manager | Rochelle Park, NJ | S. Schackman | P: 972-733-3819 | F: NA |
| Publish | Edit | Features Editor | San Francisco, CA | K. McPhillips | P: 508-935-4531 | F: 508-935-4600 |
| Web Publishing Inc. | Sales | Account Executive | San Francisco, CA | E. Ramirez | P: N/A | F: 415-267-4570 |
| Web Publishing Inc. | Sales | Online Advertising Coordinator | San Francisco, CA | T. Hunt | P: 415-974-7443 | F: 415-267-4570 |
| Web Shopper | Ad Sales | Regional Ad Director | San Francisco, CA | B. Giller | P: 415-267-4512 | F: 415-975-2664 |
| Web Shopper | Ad Sales | Regional Ad Manager | San Francisco, CA | B. Giller | P: 415-267-4512 | F: 415-975-2664 |

## COMNET PRAGUE

*continued from page 1*

thing from traditional telecommunications to mobile computing, satellite technologies and network components.

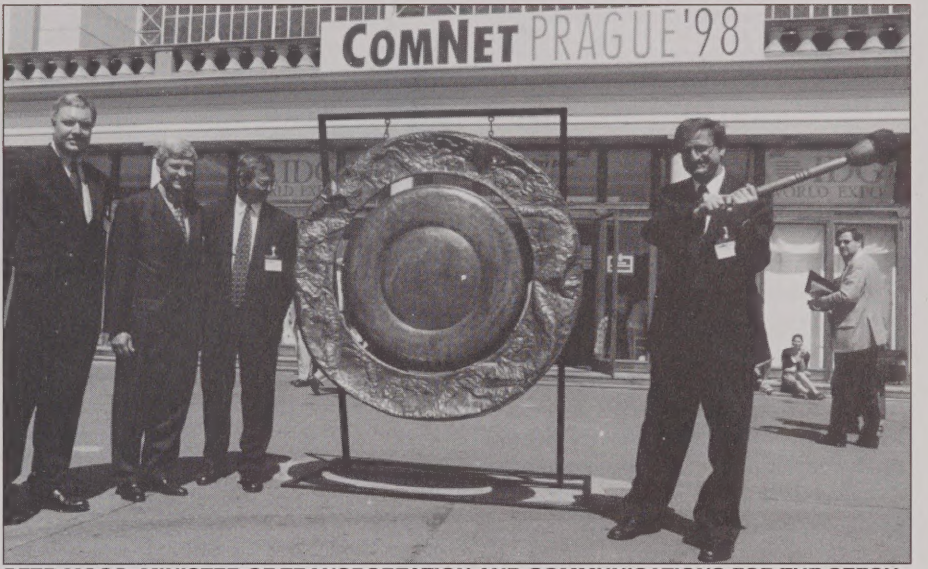
"The business atmosphere is great here," said exhibitor Hartmut Huhn of Siemens Telekomunikace, who said he was impressed with the number of decisionmakers who attended, particularly given the economic recession in the Czech Republic.

"If our clients are happy, we are happy, too," said ComNet Director Gunnar Kuechler. Kuechler's company, IDG's Munich-based expo partner K+S, organized the show in conjunction with IDG World Expo.

One of the highlights of ComNet Pague was the WEB Factory, dedicated to the "World of Electronic Business," which enabled attendees to try out the latest Internet solutions for conducting electronic business. The WEB Factory also announced the results of the EuroPrix MultiMedia Art award, a competition promoting multimedia creativity and quality that was organized via the Internet in European Union and Eastern European countries. (For more information on the award, visit the site at http://www.europrix.org).

More than 300 people — an increase of 20% over last year — attended ComNet Prague's extensive conference program.

The next ComNet Prague will be held May 11-13, 1999.



**PETR MOOS, MINISTER OF TRANSPORTATION AND COMMUNICATIONS FOR THE CZECH** *Republic, officially opened ComNet Prague by ringing a ceremonial gong and later delivered a keynote address. Looking on (left to right): Gunnar Kuechler, director of ComNet Prague; Svatoslav Novak, general manager, SPT Telecom; and David Stadnik, general director, Czech Telecommunications Office.*

## COMNET PRAGUE GOES ONLINE

**The online services department of IDG Czechoslovakia, in cooperation with IDG World Expo, developed a Web site (http://www.comnet-prague.cz) for ComNet Prague '98.**

**More than 800 attendees registered for the event online by completing a form with information about their profession and specific IT interests. The site contained basic information about the event and conference, lists and descriptions of the exhibitors, ComNet Prague press releases and news about events scheduled to take place at the WEB Factory section of the exhibition.**

**For a small fee exhibitors could include additional information about their companies and a corporate logo on the Web site. They also had the option to include advertising banners on the site for an additional fee.**

**During ComNet Prague, journalists from *Computerworld Czechoslovakia* and *PC World Czechoslovakia* provided special reports and updates about show events several times each day. During the three-day event more than 80 reports were posted to the site. Using digital cameras (Olympus 1400 and Agfa ePhoto 1280), the staff also took and uploaded photos to the site. All of the new Web site pages were created by the staff in their booth in the center of the exhibition hall.**

**More than 3,900 individuals visited the ComNet Web site during the three-day show.**

**For more information, contact Martin Kybal at martin_kybal@idg.cz.**

## IDG CZECHOSLOVAKIA AT-A-GLANCE

**ESTABLISHED: May 1990**
**NUMBER OF EMPLOYEES: 60**
**PUBLICATIONS: Computerworld and PC World**
**DISTRIBUTION: Czech Republic and Slovak Republic**
**COMPETITIVE SCENE: There are 35 IT publications in the two countries, with IDG publications and those from Vogel Publishing (*Chip*, *Level* and *Chipweek*) as the market leaders.**
**ACCORDING TO IDC:**

- **1997 total IT revenue for the Czech Republic was $1,493.4 million.**
- **Systems will be the biggest revenue market for the Czech Republic in 1997-2001, totaling $1,006.6 million by 2001.**
- **In terms of revenue, 1997-2001, Czech Republic total IT market is the third largest market in Eastern Europe after Russia and Poland.**

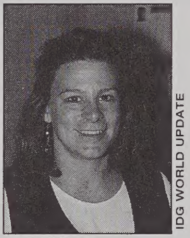
# NOTEWORTHY

### PROMOTIONS

IDG WORLD UPDATE

MARQUART

**Kim Marquart**, formerly editor of *Computerworld Danmark*'s monthly supplement, *Kommunikation*, has been appointed subeditor of *Computerworld Danmark*. A four-year IDG veteran, Marquart focuses on overseeing the day-to-day editorial workflow and content of *CW Danmark* while his colleague, Managing Editor **Rune Michaelsen**, oversees printing, advertising, layout and production.



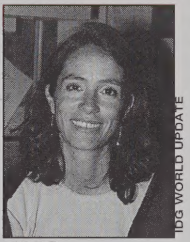
ASSELIN

*CIO* has announced three recent promotions. Editorial Production Manager **Cheryl Asselin** has been promoted to managing editor, production. "Cheryl orchestrates and guides the entire editorial production process," noted Editor-in-Chief **Abbie Lundberg**. "This is a huge responsibility, requiring as much diplomacy as efficiency, involving as it does the efforts of such cranky editorialites as managers, writers, features editors, copy editors, fact checkers and designers. Again and again, Cheryl proves herself to be an accomplished journalist, and effective manager and a key member of the *CIO* team." Cheryl joined *CIO* in 1993 as a copy editor.

IDG WORLD UPDATE

NEYLON

Copy Editor **Sheila Neylon** has been named senior copy editor and will now add co-ownership of the books review process to her responsibilities. "Sheila quickly learned our own — sometimes Byzantine — editorial process and proved her value not only as a style and language maven but also as a willing participant in our team idea process," Lundberg said. Sheila brought 12 years of copy editing experience to *CIO* when she joined the team last July.



HAAS

Less than a year after joining *CIO*, Graphic Designer **Terri Haas** has moved up to senior graphic designer. "Terri quickly adapted to our team structure, and has impressed her teammates with her sophisticated approaches to some very complex story ideas," said Group Director, Art and Design **Mary Lester**. After one of her colleagues left *CIO*, "Terri continued her high-quality output and gracefully took on the added responsibility of a larger workload, managing design for her issue team while we searched for a new designer." Terri has more than 15 years of experience in design; most recently in the textbook publishing field.

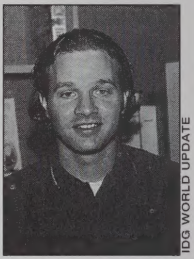
ExecuTrain has appointed **Bill Concevitch**, most recently director of sales performance, to be its chief training officer. In this newly formed role, Bill will lead the development of new teaching tools within the classroom and will also oversee the Instructor Certification Program as well as training development programs for all ExecuTrain employees. "Since training is our company's forte, it was a natural progression to assign someone to this specific task of leading ExecuTrain's education efforts into the next century," said **Peter Pefiffer**, executive vice president of business development and operations. A freqent contributor to publications in the sales industry, Bill has recently written a book, *Increasing the Odds: Sales Is Not a Numbers Game*, due for publication early next year.

### NEW EMPLOYEES

Senior Research Analyst **Sophie Janne** comes to IDC from BBH & Co. in Luxembourg where she worked as a compliance officer. She holds a license in business administration from Belgium's University of Liege and M.B.A. from the Olin Graduate School of business at Babson College. In her spare time she enjoys painting with watercolors and spending time in the saddle, both on horses and bicycles.

Another part-time equestrian, **Mary McPhillips**, joins IDC as an inquiry analyst. She was recently manager of operations for Galda Library Service, Inc. Mary has a B.A. from Mount Holyoke College and enjoys making quilts, one of which was recently exhibited in a quilt show.

A recent graduate of Castleton State College in Vermont, where she studied IS and business, **Carrie Bordeau** is working at IDG Framingham as a programmer analyst.



KING

CIO has hired **Steve King** as a copy editor. He previously worked as the editor of *Partners In Health*, a magazine for members of Kaiser Permanente. He holds a B.A. in journalism from Boston's Northeastern University and enjoys running and skiing.

Ad Coordinator **Sylvia Welch** comes to *InfoWorld* from CMP Media where she was instrumental in the creation, design and development of CMPnet. She earned a B.S. in computer science and a BFA in graphic arts from San Jose (California) State University. Away from the office she does freelance graphic arts projects and astrological readings.

IDG Books in Indianapolis welcomes Customer Service Representative **Jennifer McLaughlin**. She has a B.S. in fashion merchandising from Ball State University in Muncie, Ind., and most recently managed the women's clothing department at the Meijer department store. A new convert to running, Jennifer is looking forward to increasing her mileage.

**Frank Nicolazzo**, previously a custom publishing sales representative, is now an IDG Books account representative for corporate sales and is working out of Downingtown, Penn. He earned a B.A. in English and rhetoric from the University of Missouri and an M.B.A. from the University of Pittsburgh. Outside the office, he volunteers his time with the Big Brothers/Big Sisters Organization.

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

### TWENTY-ONE YEARS

Christine Hiehler - IDG Germany

### TWENTY YEARS

Barbara Howell - IDG Australia

### NINETEEN YEARS

Nancy Mallette - IDG

### FOURTEEN YEARS

Doug Barney - Network World

### THIRTEEN YEARS

Egon Margraf - IDG Germany

### TWELVE YEARS

James Falanga - IDG
Helmut Sedlmeier - IDG Germany
Corinne Schmidt - CW Switzerland
Ken Hoyt - IDC
Eric Bender - PC World
Ole Bolvig Hansen - IDG Denmark

### ELEVEN YEARS

Faith Marcello - Computerworld

### TEN YEARS

Paul Desmond - Network World
Harald Brechtl - IDG Germany
Michael Cleary - IDC Australia

### NINE YEARS

Jan-Bernd Meyer - IDG Germany
Hans-Albrecht Simon - IDG Germany
Manfred Weise - CW Switzerland

### EIGHT YEARS

Clare O'Brien - Network World
Guy Eaton - Macworld U.K.
Daniel Maier - IDG Germany
Petra Hermann - IDG Germany
Julio Vial - IDC U.K.
Torben Bjørn Sørensen - IDG Denmark

### SEVEN YEARS

Eva Marikova - IDG Czechoslovakia
Jaroslav Hrouda - IDG Czechoslovakia
Glenna Fasold - Network World
Angelique Förster - IDG Germany
Isabelle Waiblinger - IDG Germany
Claudia Jachtmann - IDC U.K.
Enrico Lotti - IDG Italy
Ornella Fusina - IDG Italy

### SIX YEARS

Ann Merkelson - Publish
Andreas Borchert - IDG Germany
Kozo Hiramatsu - IDG Japan

### FIVE YEARS

Ann Jordan - Network World
Kristin Wattu - Network World
Carlos da Siva - IDG Brazil
Silvia Friedel - IDG Germany
Randi Siegel - IDC
Maude Sårde - IDG Denmark

### FOUR YEARS

Károly Pokuta - IDG Hungary
Shannon Dempsey - Network World
Carol Stiglic - Network World
MaryKay McIntire - Network World
Marlene Silla - IDG Germany
Britta Tüttenberg - IDG Germany
Thomas Springer - IDG Germany
Anny Kao - Computerworld Taiwan
Kathy Yu - PC World Taiwan
William Manning - IDC

### THREE YEARS

Marie Vildova - IDG Czechoslovakia
Jennifer London - Network World
Christine Burns Runalevidge - Network World
Tesla Coutinho Andrade - IDG Brazil
Maria Figueiredo - IDG Brazil
Sabine Ranft - IDG Germany
Jocelyn Chen - PC World Taiwan
Christian Borg Møhl - IDG Denmark
Howard Hsu - IDC Hong Kong

### TWO YEARS

Tom Davis - Network World
Tina Sims - IDG Books
Bryan Stephenson - IDG Books
May Loo - IDG World Expo/Singapore
Wolfgang Hermann - IDG Germany
Martin Seiler - IDG Germany
Hans Ludwig - IDG Germany
Paola Lopez - IDG Italy
Paolo Galvani - IDG Italy

### ONE YEAR

Susan Searle - IDG Australia
Amy Schurr - Network World
Rocco Bortone - Network World
Evelyne Holingue - Network World
Nancy Stevenson - IDG Books
Jennifer Pepiot - IDG Books
Ricky Tong - IDG Hong Kong
Andrea Souza Farias - IDG Brazil
Debora Lucia da Costa - IDG Brazil
Ruben Reinaldo Barbosa - IDG Brazil
Felipe Fessler Vaz - IDG Brazil
Christina Hsu - IDC China
Michael Naughton - PC Advisor
Sandra Strohmeier - IDG Germany
Bernhard Wittmann - IDG Germany
Holger Seiffert - IDG Germany
Wolfgang Miedl - IDG Germany
Ursula Zimmermann - IDG Germany
Christoph Schulz - IDG Germany
Michael Schnelle - IDG Germany
Ulrike Kopp - IDG Germany
Katherine New - IDC U.K.
Terina Scott - IDC U.K.
Cathy Lee - IDG Taiwan
Emily Wu - Computerworld Taiwan
Torben Simonsen - IDG Denmark
Jill Lim - IDC Singapore

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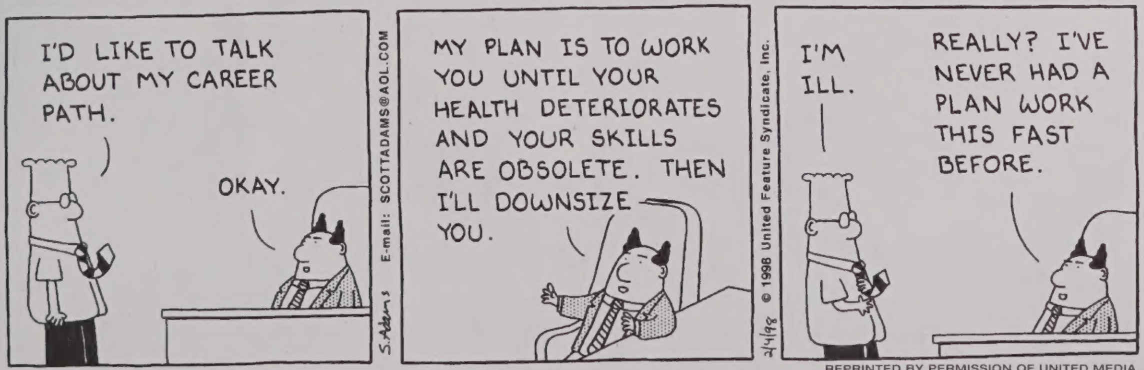
**DILBERT® by Scott Adams**


I'D LIKE TO TALK ABOUT MY CAREER PATH.
OKAY.
S. Adams
E-mail: SCOTTADAMS@AOL.COM
MY PLAN IS TO WORK YOU UNTIL YOUR HEALTH DETERIORATES AND YOUR SKILLS ARE OBSOLETE. THEN I'LL DOWNSIZE YOU.
2/4/98
© 1998 United Feature Syndicate, Inc.
I'M ILL.
REALLY? I'VE NEVER HAD A PLAN WORK THIS FAST BEFORE.

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## CELEBRATING 10+

# Luis A. Camus

**HOME:** San Francisco

**JOINED IDG:** August 1987, Senior Copy Editor, *Macintosh Today.*

**CURRENT TITLE:** Managing Editor, *PC World.*

**MOST CHALLENGING PART OF YOUR JOB:** Scheduling *monthly* coverage of products and technology that change *daily.*

**BEST PART OF YOUR JOB:** Working with the smartest group of people I've ever seen in one organization, who happen to produce the highest quality magazine in its category — and I'm not just saying that because I have to work with these people!

**LATEST ACCOMPLISHMENT:** Managing a committee of editors, designers, and test center staff to cut substantial lead time for the magazine.

**MOST UNUSUAL THING THAT'S HAPPENED TO YOU AT WORK?** I was on the phone to a company in Chicago when the line went dead during the Loma Prieta earthquake. The person I was speaking with saw what had happened on the news and assumed that the building had collapsed and the magazine was under rubble. Didn't get a chance to reassure him we were alive until I found a live phone and left a message late that evening.

**WHAT'S KEPT YOU AT IDG FOR 10 YEARS?** Loyalty — I tend to be as loyal as a labrador retriever though I know it's not hip to be loyal if you work in technology. Plus they've kept me so busy I've never had much time to explore options...

**BEST WAY SOMEONE COULD COMPLIMENT YOU ON YOUR WORK:** I got it on a plane trip last year. After introducing myself as the managing editor of *PC World*, the person in the next seat pulled out her issue of *PC World* tagged and marked with notes to send to other people in her company. And then she said "it's become a better read over the years." I was beaming.

**IDG CHAIRMAN PAT McGOVERN RECENTLY ESCORTED PC** *World's* ***Luis Camus*** *to dinner in celebration of his 10 years of service to the company.*

**A FAVORITE QUOTE:** It hangs on the bulletin board in front of me: "Next week there can't be any crisis. My schedule is already full." — Henry Kissinger

**RETIREMENT DREAMS?** An isolated beachfront cottage somewhere on Kauai with a garden in the back, augmented by regular trips to San Francisco and New York to visit friends, eat at great restaurants, attend theater, and browse at bookstores.

**"MANAGER'S PROFILE:** "Luis is a pro. He sweats every detail to keep a remarkably complex process under control. He won't accept anything less than the best efforts from himself or from others. But instead of employing the carrot-and-stick approach, Luis gets the job done by exercising compassion, compromise and common sense."

*- **Steve Fox**, editor, PC World*

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 75 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 27 July 6, 1998

PCW, IDG BOOKS BRING HOME COMPUTER PRESS ASSOCIATION HONORS
PAGE 2

PC WORLD BESTOWS ANNUAL WORLD CLASS AWARDS AT LAST MONTH'S PC EXPO
PAGE 2

ONLINE: IDG MARKETING SERVICES/EMEA PRESIDENT JEFF MEERS TAKES A TURN
PAGE 3

# IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

## Web Site of the Year Honors Accrue to Recruitment Site

### Irish publishing partner's JobFinder beats out 400 sites

**FRANK QUINN, COMPUTERSCOPE LTD. PUBLISHER, HOLDS THE BUSINESS WEBSITE** *of the Year Award presented to his company for its JobFinder recruitment Web site, while Business Manager **Gerard Kennedy** (center) and Oliver Tattan, chairman of the judges panel, look on.*

IDG's Irish publishing partner recently had its recruitment Web site, JobFinder <www.jobfinder.ie> named Irish Business Website of the Year. Beating out some 400 entrants, including the site of the formidable *Irish Times* (www.irish-times.com), ComputerScope's site was honored for excellence in Web design, management and use of the Internet to create new business opportunities. ComputerScope Publisher **Frank Quinn** and Business Manager **Gerard Kennedy** were

• CONTINUED PAGE 5 •

## Labor Strike No Match for Determined Danes

### Cars, boats — and an element of danger — figure into IDG Denmark's creative publishing strategy

From April 27 to May 8, a massive labor strike in Denmark brought business to a halt. Copenhagen's airport closed, public transportation stopped, gas shortages prevented people from going to work and many companies closed if their workers were among the 149,000 labor union members on strike. And what happened at *ComputerWorld Danmark*? Despite many obstacles, the staff met the challenge head-on and produced two weekly issues — as well as a supplement — on time. But it wasn't easy.

Editor-in-Chief **Finn Morsing** had some pre-IDG work experience coping with strikes and the hardships they can bring. He knew there could be a lot of problems with delivery of paper to the printer, getting the publication printed and so forth, and figured it would be at least a week before the strike ended. Morsing told his troops to be ready for anything.

The strike happened suddenly. A

• CONTINUED PAGE 4 •

## IN BRIEF

# *PC World*, IDG Books Honored in Computer Press Awards

In its latest show of excellence in publishing, IDG won honors at the Thirteenth Annual Computer Press Association (CPA) Awards last month. *PC World* won Best How-to Article for "How to Keep Your PC Trouble-Free," and IDG Books Worldwide accepted the award for Best Computer Book in the Advanced category for *Photoshop 4 Studio Secrets*. Together, *PC World* and *Computerworld*, *CIO*, *InfoWorld* and *Network World* were finalists in nine print and online categories.

"The Computer Press Association is an association of peers in IT publishing, so winning these accolades is especially rewarding," said IDG President **Kelly Conlin.** "They also continue IDG's record of being the most honored publisher in independent contests of editorial excellence. Congratulations to all of the IDG editors and writers involved."

The CPA oversees the most prestigious national honors covering the information technology industry. The awards reception was held in New York, concurrent with PC Expo. Winners and finalists were selected from over 900 entries in 20 categories.

# Ad Reps Entertain O&M

**LAST MONTH IN NEW YORK, SALES STAFF FROM** *Computerworld, InfoWorld, and Network World entertained Ogilvy & Mather staff who represent IBM. Standing:* ***Joe Bigley*** *(IMS),* ***Phil Branon*** *(IW),* ***Evilee Thibeault*** *(NW),* ***Fred LoSapio*** *(CW),* ***Joan Kelly***, *(IW),* ***Jean Dellarobba*** *(CW), and* ***Kim Bailey*** *(CW). Seated:* ***Steve Martin*** *(IW),* ***Jacqui DiBianca*** *(NW), Nasreen Madhany (O&M),* ***Joe Barone*** *(O&M), Virginia Rowe (O&M), and* ***Roseann LaBruno*** *(IW).*

### IDG WORLD UPDATE IS ONLINE!

**Can't wait for the printed copy? Need to check something from a back issue? Check out *IDG World Update Online* at http://idgcentral.com.**

# Intel's Pentium II Wins *PCW*'s Product of the Year Award

**PC WORLD'S JEFF EDMAN, PUBLISHER; CATHRYN BASKIN,** *editor-in-chief;* ***Rich Marino***, *president and CEO; and* ***Phil Lemmons***, *editorial director; outside The Museum Club in New York City where they presented PC World's annual World Class Awards.*

During a ceremony at last month's PC Expo in New York, *PC World* unveiled the winners of the magazine's 16th annual World Class Awards, which honor the top hardware, software and Web products in the computer industry.

To select the best of the best, *PC World*'s editors, testers and contributors examined the entire gamut of products that have appeared in the magazine over the past year.

Hundreds of products in 60 categories were judged on performance, value, consistency and innovation.

The magazine also polled its readers to name the best companies for hardware and software support and for buying computers via mail-order or online. Intel's Pentium II processor took home the 1998 World Class Award for Product of the Year, and the phenomenon of sub-$1,000 PCs got the nod for Most Promising Hardware Newcomer.

"The World Class Awards are the definitive guide to the best products and companies the PC industry has to offer," said **Cathryn Baskin**, *PC World* editor-in-chief. "This year, we enhanced the value of the awards by including perspectives from both readers and editors. In addition, we streamlined the categories to focus on the core areas of interest to our management-level audience of PC product buyers."

Other World Class winners included: Dragon Naturally Speaking, Most Promising Software Newcomer; and Opera 3.21, Most Promising Web Newcomer.

# ON LINE

**JEFF MEERS**

*The president of IDG Marketing Services/Europe, Middle East and Africa is this week's guest columnist.*

## IMS/EMEA AT-A-GLANCE

**LOCATION: Staines, England; Paris, France; Munich, Germany**

**ESTABLISHED: 1994**

**EMPLOYEES: 26 in the U.K., 7 in France, 2 in Germany**

**MISSION: To work in partnership with the European business units sales teams to build client revenue for IDG.**

**PRODUCTS/SERVICES: IMS has no products of its own. It exists purely to sell IDG's local products. IMS does, however, offer a service to pan-European clients: to make it easier to do business with IDG across multiple countries.**

**RECENT ACCOMPLISHMENTS:**

- **Sales contracts with IBM, HP, 3Com, Gateway, Intel, Xerox and Phillips.**
- **Establishment of European Account Team.**
- **Alliance with Reed U.K. titles.**

**Q Which companies are IMS/EMEA's key clients?**

**A** We have two sets of clients. There' the top 15 multinational companies that book their advertising locally — clients like IBM, Compaq and Novell. These are serviced by **Andy Hart**'s Client Service team who act as strategic consultants helping clients develop marketing plans that IDG products deliver. The second set of clients are serviced by **Paul Shalet**, **Tina Ölschläger** and **Frédéric Bonnin**'s teams in U.K., Germany and France. These clients have elected to book their pan-European campaigns centrally. Gateway, 3Com and APC are among our biggest clients, although the total number runs to over 200 clients!

**How are you working to raise IDG's brand awareness?**

When IMS started in Europe four years ago the IDG brand was relatively unknown at European headquarters level. The local IDG magazine power brands were very well known. The challenge was to inform clients and agencies that IDG was the power brand that linked all these great products and that the global product lines were the way in which they could access the key groups of like-minded IT buyers. Through marketing and systematic direct contact we have built a clear understanding of IDG amongst our targeted clients.

**What are some of the main differences between the European and U.S. markets that make your work distinct from that of IMS in the U.S.?**

Europe is a broad collection of very different markets. For example, there are huge differences in culture, language, pricing imperatives, media consumption and economies of scale. The U.S., however, is simply one large unified market. Our mission is the same, but the way we achieve our objectives is therefore very different.

Clients seek the Holy Grail — they want the best service, low price, value- adds, total market coverage; in other words, everything! Pulling together such a broad group of markets in a very efficient way is exciting and the benefits to the client are immense. Delivering IDG's local understanding and access to IT buyers is the essence of IDG's business advantage.

**Do any of IDG's competitors in Europe have a pan-European marketing organization like IDG Marketing Services?**

Ziff, VNU, CMP and Chip have all copied IDG to some extent. They try to build relationships at the European HQ level but none can deliver the breadth and depth of local relationships that IDG can.

**Why aren't you organizing a European Global Summit this year? I thought past events had been very successful.**

The three European Global Summits have been fundamental in the building of IDG's credibility as a true IT marketing thought leader. For the first time we now have relationships with many of the key European clients. As a result we are working one to one with our European clients' marketing teams. This year IMS is running a marketing track at the IDC IT Forum in Paris. Geoffrey Moore (author of *Crossing The Chasm*) will be speaking. In addition, IMS staff are running branding and research seminars tailored closely to specific clients' needs.

*Part 2 of Meers' column will run July 13.*

**If the answer to any of the questions below is "yes," the *IDG World Update* editors want to know! Send your thoughts to world_update@idg.com.**

**Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? (Questions will be sent anonymously.)**

**Do you have a story idea for *IDG World Update*?**

**Do you have a comment about something you liked — or didn't like — in this newsletter?**

## STRIKE

*continued from page 1*

IDG WORLD UPDATE

**STRIKE FORCE. SOME OF THE MEMBERS OF THE CW DANMARK AD SALES AND** *editorial team who put in long hours on the strike issues celebrate their accomplishments. Back row (left to right):* ***Michael Riis, Britt Kardel-Hetting, Ole Hansen, Rune Michaelsen*** *and* ***Kim Marquart****. Front row: (left to right):* ***Charlotte Bedstrup, Henrik Petersen, Erik Müller, Vibeke Kloth*** *and* ***Birgit Waltenburg****.*

warning came on a Wednesday that a work stoppage might start the following Monday. Managing Editor **Rune Michaelsen** began to form his plan of action.

### The first issue

Michaelsen knew that *CW*'s regular printer, which also did the film output, was likely to go on strike. Rune had access to an imagesetter at his previous job, and he called a former colleague who agreed to help. The Friday and Saturday before the strike *CW Danmark*'s staff cranked out a wealth of stories, some of which were features that were not news dependent.

On the Sunday before the strike, Michaelsen's friend output the first two sections of film. Michaelsen then took a crazy risk: He gave the film to a local busdriver and, for a reward of a mere $4.50, the driver drove his normal route to the other end of the country 200 kilometers away, where he then gave the films to one of Michaelsen's relatives, who boarded a ferry, and delivered the film to the printer. On time!

The last section of *CW Danmark* was written and output to film on Monday, the first day of the strike. Ad Sales Manager **Henrik Petersen** met Michaelsen at a train station near the imagesetter (which was in the middle of nowhere, 100 kilometers outside Copenhagen), got the film and boarded the ferry. Petersen's instructions were to go to the top of the escalator after he got off the ferry and give the films to a man wearing a brown leather jacket holding an issue of *CW Danmark* — Michaelsen's brother, whom Petersen had never met. Michaelsen's brother then delivered the film to the printer.

### But officer...

Michaelsen was able to find another imagetter and another printer, both closer to Copenhagen, for the next issue. However, the new arrangements weren't without their own set of problems. Michaelsen picked up the films and, in his rush to get to the ferry and meet the printer at the other end on time, got stopped for speeding. Michaelsen has taken his share of teasing from his colleagues, but IDG Denmark Managing Director **Preben Engell** gladly let him write off the $250 fine on his expense report. "It was worth it!" Engell said.

Exhilarating as the get-it-to-the-printer-on-time game was, there was also a small element of danger. IDG Denmark's employees were sworn to secrecy not to reveal the names of the printers or the imagesetters for fear that there could be reprisals against IDG Denmark or the businesses that worked on *CW Danmark.*

In addition to the two weekly issues of *ComputerWorld Danmark*, the staff also worked overtime to produce a special communications supplement for the Networks Fair. However, that issue was halted just before it went to press when the Networks Fair was postponed, due to the strike, for a month. Fortunately, the staff's hard work paid off eventually, as much of the content was later used when the supplement went to press in June.

*CW Danmark*'s strike publications weren't as thick as usual, but no one cared. Readers were surprised and pleased to get their issues and advertisers were thrilled to get their message out. All the country's daily papers were closed except one national paper and a very narrowly focused business daily. Engell said he sat at his desk the week the first *CW Danmark* came out during the strike and took one call after another from incredulous customers offering congratulations.

Although the staff didn't have to deal with any strike-related impact on its distribution system, the *CW* team had an alternative distribution plan just in case. If they had called on the IDG Denmark employees, relatives and friends who had volunteered, the staff estimates they could have delivered issues to 80% of *CW Danmark*'s subscribers. Those deliveries would have had to have been via foot, bike or a few cars powered by hard-to-come by gasoline.

"We learned that quick reaction really means something," Morsing said. The staff managed to keep *CW*'s revenues even during the course of the strike.

Coping with the strike was hard work, but the challenge yielded a number of benefits. In addition to impressing readers and advertisers, Morsing said *CW* is likely to get better prices and better production results from its regular printer, now that he can use the prices and samples from the alternative printer as bargaining points.

"It really was a lot of fun, even though we were tired by the end," Michaelsen said. "We asked our colleagues to help out as much as they could, and many of them did — coming in on Saturday and working from home." A number of *CW Danmark* staff members put in several 24-hour workdays during the strike.

"I am so proud of this group," Engell said. "Dealing with the strike as well as they did says a lot about their great attitude and their desire to work hard and as a team." 🖳

# *Job Opportunities - July 6, 1998*

**Office Services Assistant (IDC)**
IDC's Systems, Software and Storage research group seeks an Office Services Assistant to coordinate and ensure timely delivery of mailings. This is a full-time position that has the possibility for flexible hours. Additional responsibilities will include producing weekly tracking updates on mailings and miscellaneous office tasks as needed. Ability to work in a fast paced environment is a plus. Some knowledge of Word, Excel, and Lotus Notes is required.
*Location: Framingham, MA*
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

**Mailroom Team Leader (IDC)**
IDC is seeking a Team Leader to oversee IDC's mailroom and warehouse as well as general maintenance activities. Candidates should have prior mailroom, maintenance and supervisory experience. Excellent communication, management, and customer service skills are required. In addition, the ideal applicant will have strong organizational skills and be willing to work in an ever changing environment.
*Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idc.com

**Design Specialist (IDG/B)**
Searching for strong and experienced professionals to work in a fast-paced production department. You must have a minimum of 3 years experience plus Mac proficiency with provable skills in the latest version of QuarkXpress, Photoshop, Illustrator, Word, etc. Primary responsibilities will be the creation of Quark templates (for interior book design) and the production of pre-designed 4/c book covers. Pre-press experience also a must. Previous publishing experience a bonus. Portfolio necessary.
*Location: Foster City, CA*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

**Subsidiary Rights Assistant (IDG/B)**
Providing support for the Subsidiary Rights Department, the ideal candidate should have outstanding project management skills, pay strong attention to detail, and be able to work independently. You will provide review material, marketing and publication information to translation partners and book clubs, prepare sales materials, and assist managers as needed. Minimum 1 year clerical experience, interest in international business, and proficiency in MS Word, Excel, and FileMaker Pro required. Multilingual a plus.
Location: *Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Online Publicist (IDG/B)**
This individual must have online PR experience and a proven track record in this area. The focus of this position is to create traffic and to link the public to our company and products. At least two years experience as a Publicist is necessary with one of those years in the online area.
*Location: Foster City, CA*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

**Administrative Assistant, PR (IDG/B)**
This position will provide administrative support to our PR Department and involves heavy clerical and administrative support including word processing, client contacts, filing, photocopying and database management. Candidate must have professional phone manner, be highly organized with good project management skills, be detail-oriented and able to prioritize and multi-task in a fast paced environment. Proficient in Windows 95, Excel, and FileMaker Pro. Minimum 1 year clerical experience required.
*Location: Foster City, CA*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

**Corporate Publicist (IDG/B)**
IDG Books seeks a talented Publicist with a knowledge of the industry. You must have 4-5 years of proven experience with a portfolio to support your campaigns. A high energy is another prerequisite.
*Location: Foster City, CA*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

**Associate Editor, Imaging and Graphics (Mac Pub)**
MacWeek/eMedia Weekly seeks an energetic editor to manage the Imaging section of EMedia Weekly, our publication aimed at digital media managers. The job entails assigning, editing and writing 4 to 8 news stories a week on topics including image-editing and illustration software, fonts, scanners, and digital cameras. To qualify, candidates must be familiar with the graphics and imaging markets and possess excellent writing, reporting, and editing skills. The ideal candidate will be an aggressive self-starter with at least 3 years experience in the computer trade press. Coverage of products on multiple computer platforms (Mac OS, Windows, Unix) is a plus. In addition, this person will be able to turn in clean, accurate copy and meet deadlines on a daily and hourly basis. Some travel may be required.
*Location: San Francisco, CA*
Contact: S. Herr, Fax: 415-243-3535, Phone: 415-243-3668, Email: sherr@macweek.com

**Associate Editor, Imaging and Graphics (Mac Pub)**
MacWEEK/eMedia Weekly seeks an energetic editor to manage the Imaging section of EMedia Weekly, our publication aimed at digital media managers. The job entails assigning, editing, and writing 4 to 8 news stories a week on topics including image-editing and illustration software, fonts, scanners, and digital cameras. To qualify, candidates must be familiar with the graphics and imaging markets and possess excellent writing, reporting, and editing skills. The ideal candidate will be an aggressive self-starter with at least 3 years experience in the computer trade press. Coverage of products on multiple computer platforms (Mac OS, Windows, Unix) is a plus. In addition, this person will be able to turn in clean, accurate copy and meet deadlines on a daily and hourly basis. Some travel may be required.
*Location: San Francisco, CA*
Contact: S. Herr, Fax: 415-243-3535, Phone: 415-243-3668, Email: sherr@macweek.com

**Sales Assistant (NW)**
Network World is looking for a Sales Assistant to provide support for two district sales managers and an Account Executive in our Pennsylvania office. Responsibilities include providing excellent customer service to advertisers and ad agencies; preparing sales proposals on Microsoft Word and PowerPoint; gathering marketing and competitive research from the Web, Lexis/Nexis and other resources; generating reports in Excel; maintaining client database in ACT!; and providing general administrative support as required. To join our team, you must have excellent written and verbal communication skills, be a quick learner, demonstrate initiative and work cooperatively with other Sales Assistants within the corporation.
*Location: Devon, PA*
Contact: D. Caldwell, Fax: 508-820-3340, Phone: 508-820-7472, Email: danielle_caldwell@nww.com

**Marketing & Advertising Sales Associate (PCW OSG)**
PC World Technology Network, publishers of award-winning Web sites and e-mail information services, have an immediate opening for a Marketing and Advertising Sales Associate. This vital position coordinates all administrative responsibilities for the Marketing/Research and Advertising Sales departments so the staff can be more efficient at their jobs. Support includes regular correspondence with in-house staff (approximately 10 employees located in five offices), outside vendors, and clients. Successful candidate should have a strong interest in Online, previous marketing experience (or college degree in marketing), excellent written and verbal communication skills, and proficiency in Word, Excel, Notes and database management. Knowledge of HTML a plus.
*Location: San Francisco, CA*
Contact: S. Danish, Fax: 415-442-1891, Phone: 415-978-3226, Email: scott_danish@pcworld.com

**Places to find a complete listing of job opportunities across IDG:**
- **Lotus Notes - Job Opportunities Database**
- **IDG Central - http://idgcentral.com**
- **IDG Web Site - http://www.idg.com**
- **Job Hotline - MA: 508-935-4406**
- **The World Update on the last Monday of every month**

## JOBFINDER

*continued from page 1*

the prime forces behind JobFinder. According to Quinn, the site allows job seekers to perform keyword searches for jobs that match their skills in the fields of IT, sales/marketing and engineering. Users may also set up JobAlerts to automatically notify them of any new listings that match their qualifications. Recruiters, which include both agencies and hiring companies, pay a fee to list job openings online. They may also purchase banner ads and "ProfilePages," which serve as jump pages to their own sites.

The 18-month-old site currently lists some 2,400 jobs and has 2,600 JobAlerts going out nightly.

According to the award sponsors, "JobFinder has not only created a sustainable Web business model, it has changed established business patterns among its clients by using the unique attributes of the Internet — interactivity and personalization — to achieve its business goals. JobFinder seems successfully to have overcome some negative perceptions about registration-based sites. This user identification technology also makes possible the prospect of further site customization — e.g. banner ad targeting filtered by type of user account."

The competition was sponsored by Kompass Ireland, a directory company offering national and international corporate reference information, and *The Sunday Business Post*, a weekly business, economic and financial newspaper, and by Digital Ireland.

More information is available at <http://www.infolive.ie/jobfinder/about/awards.html> or contact Frank Quinn at frank.quinn@scope.ie.

> *"JobFinder has not only created a sustainable Web business model, it has changed established business patterns among its clients by using the unique attributes of the Internet."*

## COMPUTERSCOPE AT-A-GLANCE

**ESTABLISHED: 1985**

**FORMED IDG PARTNERSHIP: 1993**

**PUBLICATIONS: *ComputerScope*, published 10 times/year; *PC Live!*, monthly; *PC Live! Top Tips*, monthly**

**NUMBER OF EMPLOYEES: 20**

**COMPETITIVE POSITION: According to the Irish Institute of Advertising Practitioners business readership survey, *ComputerScope* is the No. 1 IT publication in Ireland, read by nine out of 10 senior IT professionals. *PC Live!*, according to both of Ireland's main distributors — Newspread and Easons — outsells all other imported computing titles combined.**

**BUSINESS PHILOSOPHY: "We believe that Andy Grove [Intel chairman and CEO] is right — only the paranoid survive!" says *ComputerScope* Publisher Frank Quinn. "We constantly seek to maintain our market position through staying close to our customers, innovating and maintaining quality above all else. We do not believe in cutting corners for medium-term gain."**

**NO. 1 CHALLENGE: "Ireland, the Celtic Tiger, is currently in the grip of 10% annual growth. Even though the country has reversed its 'brain drain' of a decade ago, the shortage of qualified personnel is now a real problem. Our challenge is to maintain market share in this vibrant market while keeping a watchful eye on the day when the bubble could burst," Quinn says.**

## ASK THE EXPERTS

In an effort to facilitate the sharing of expertise among IDG colleagues around the world, *IDG World Update* is launching a new feature: Ask the Experts. If you have a question or would like some advice from your counterparts at other IDG companies, you may use this forum to get help.

Please forward your question to world_update@idg.com or fax it to: 617-423-0712. Please be sure to include your own e-mail or telephone number so that colleagues can contact you directly.

If you are responding to a question that appears in this column, we ask that you copy your answer to world_update@idg.com so that we may share your ideas with all *IDG World Update* readers.

**QUESTION:** Does anyone have any information on what is a best practice for using color on paper presentations? I am in the process of putting together a PowerPoint sales presentation for agencies and vendor clients but will a) need paper backup, and b) know there will be times we will have to revert to only the paper presentation. I envision the paper presentation in a special holder that would sit in the middle of a boardroom table. I would also like to take the same presentation and place it on storyboards. For example, is it better to use a dark background with light lettering or vice-versa? What colors work best? Any advice would be appreciated!

Submitted by: **Fawn Annan**
Marketing Director
*Computerworld Canada*
E-mail: fawn_annan@lti.on.ca

# NOTEWORTHY

### PROMOTIONS

SØRENSEN

IDG WORLD UPDATE

Previously a journalist with *ComputerWorld Danmark*, **Torben Sørensen** has been named editor of *CW*'s monthly supplement, *Kommunikation*.

"During his eight years with IDG Denmark Torben has always covered highly technical subjects," said *CW Danmark* Editor-in-Chief **Finn Morsing**. "His straightforward way of explaining even the most complex aspects of computing and communications has made him a highly esteemed writer among readers and sources alike," Morsing continued. In between journalism assignments, Torben served as IDG Denmark's Webmaster for a year and a half.

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IDC Scandinavia has announced four promotions. **Carsten Schmidt**, previously account manager, has been named Nordic sales manager. He has responsibility for the six-member Nordic sales and marketing group, with staff in Norway, Denmark and Sweden. In addition, Carsten will also take on the new title of business development manager for Norway. "This promotion is in recognition of Carsten's major contribution to increasing the sales of IDC Scandinavia more than 60% in two years," said IDC Scandinavia Managing Director **Per Andersen**, who also noted the need for more integrated Nordic sales and marketing activities.

IDC Scandinavia has reorganized its research staff into three groups. The newly appointed Nordic research coordinators for each group are **Kirsten Ludvigsen** (Systems/Peripherals), **Stefan Williamsson** (Internet/Telecom) and **Susanne Arildsen** (Software/Services). Stefan was previously a market analyst and Susanne and Kirsten were senior analysts. Susanne has also been named Nordic consulting manager with P/L responsibilities spanning the three research groups.

### NEW EMPLOYEES

**Kathy Yankton** joins IDG Books' Foster City, Calif., office as an acquisitions editor. Previously a multimedia project editor with Addison-Wesley Longman, she has a B.A. in English from Ursuline College in Cleveland, Ohio, and an M.A. in journalism from Boston's Emerson College. In her free time she enjoys mountain biking and chasing after her 10-month old.

Also new to IDG Books' California office is **Stuart Crumbaugh**, who comes aboard as director of technical accounting. Charged with creating tax and accounting strategies, running internal audits and special projects, he was previously a controller at Krames Communications. He holds a B.S. in accounting from Michigan State University and likes to run and water and snow ski in his spare time.

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*InfoWorld* has hired three new employees. **Robert Dean Cathey** is a business systems specialist handling Lotus Notes application development and training. He was previously a staff consultant with Realogic, Inc., where he developed applications using Notes, Visual Basic Access and other languages. He has a business degree specializing in computer information systems from Southwest Texas State University in San Marcos, Texas. Outside the office he finds time for golf, gardening and his cocker spaniel.

Associate Editor **Leslie O'Neill** comes to *InfoWorld*'s comparisons section from *LAN Times* where she was the associate features editor. She holds a journalism B.A. from the University of Oregon and enjoys photography, fiction and playing with her dog.

**Gloria Ann Gonzalez** joins *InfoWorld* as an ad coordinator for the InfoMarket, Display, Enterprise Careers and IW Electric sections. She previously worked as a media buyer/project manager at the advertising agency Priscaro & Hukari. She has a degree from Skyline Community College in Pacifica, Calif., and likes to sing and spend time with her family.

### TRANSFERS

**Martine Edwards**, formerly product marketing manager for IDG Books in Foster City, Calif., is now associate acquisitions editor with the Computer Products Group. Martine brings over seven years of product marketing expertise for high-tech products to her new role in which she will acquire end-user topic titles for IDG Books.

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CHUPKA

**Dan Chupka** comes to Network World Fusion as an account executive from IDG List Services, where he held a similar title and rented IDG publications' mailing lists for clients' direct marketing campaigns. At NW Fusion he is charged with selling banner advertisements and online newsletter sponsorships. He holds a B.A. in communications from the University of Massachusetts/Amherst. He also holds his nine-month-old daughter Haley as often as possible.

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**Alice Curran** moves from IDG Marketing Services, where she worked as a national account analyst and sales development representative, to *The Industry Standard* where she is now an account executive. She earned a B.S. in foreign service from Georgetown University in Washington, D.C.

### RETURNING EMPLOYEES

**Debra Andersen** has signed on as sales director for IDG World Expo and will be based in Falls Church, Va. Most recently she was the district sales manager for Ziff-Davis Events and before then did a stint at Mecklermedia. Prior to that, Debra was national sales manager for the Object World and ComNet shows.

*Has someone new joined your department? Have you or a colleague earned a promotion or transferred to another business unit? Let the world know! IDG business units worldwide are invited to send information and photos for use in the Noteworthy section. Please mail to IDG World Update, 31 Milk St., Suite 210, Boston, Mass. 02109 or send via e-mail to world_update@idg.com.*

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**TWELVE YEARS**
Ralph Finos - IDC

**TEN YEARS**
Abbie Lundberg - CIO
Doug McLeod - IDC

**EIGHT YEARS**
Mark Cappel - IDG Marketing Services

**SEVEN YEARS**
Andreas Uiterwijk - FCW Gov't. Tech Group
Nihat Asik - IDG Turkey
Maria Dolores Rubio - IDG Spain

**SIX YEARS**
Lynda Fitzpatrick - IDC
Michael Desmond - PC World

**FIVE YEARS**
Nancy Phua - IDG Singapore
Mohd Yasin - IDG Singapore
Kazuyoshi Miura - IDC Japan

**FOUR YEARS**
Elinor Mills - IDG News Service
Norma Charles - IDG
Susan Davis - IDC
Loren Loverde - IDC
Elaine Offenbach - Computerworld
Peter Coen - Computerworld
Metin Sozüer - IDG Turkey
Kathy Welton - IDG Books
Cornelia King - IDG Books
Renate Regnet-Seebode - IDG Germany

**THREE YEARS**
Carol Silbermann - IDG
William Binan - IDG Marketing Services
Paul Overhiser - IDG
Randal Giusto - IDC
Joan Young - IDC
Nancy Dillon - Computerworld
Cheryl Giangregorio - Computerworld
Nancy Jacobs - PC World
Angela Navarrete - PC World
Bernadette Brauer - IDG Australia
Ken Brown - IDG Books
Terry Somerson - IDG Books
Dan Rowley - IDG Books
Hillary Keenahan - IDC U.K.

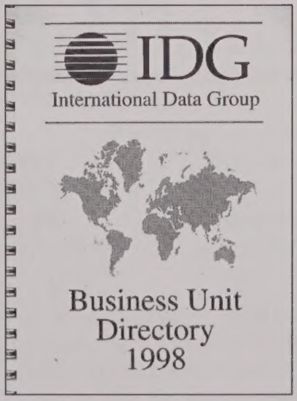
**TWO YEARS**
Al Mucci - IDG
Sara Shay - CIO
Thomas Mahowald - IDC
William Ganci - IDC
Julie Rietman - IDC/LINK
Hatice Tarhan - IDG Turkey
Catherine Schmitz - IDG Books

**ONE YEAR**
Volker Heistermann - IDG Marketing Svcs.
Sheila Neylon - CIO
Kathleen Kotwica - CIO
Cynthia Ahart - Computerworld
Ferdi Sesli - IDG Turkey
Haydar Firat - IDG Turkey
Beth Bauer - IDG Books
Kelli Botta - IDG Books
Casey Spear - IDG Books
Joanne Lee - IDG Hong Kong
Christopher Wong - IDG Singapore

## ATTENTION, IDC/IDG BUSINESS UNIT PRESIDENTS: 1999 IDG DIRECTORY NOW BEING REVISED

**The spiral-bound, pocket-sized *IDG Business Unit Directory* is currently being updated. Please check your current copy and, if any contact information for your business unit or your home listing has changed, please e-mail the changes to world_update@idg.com or fax it to 617-423-0712.**

**DEADLINE: AUGUST 3, 1998.**



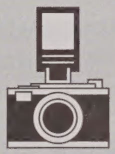
IDG
International Data Group

Business Unit
Directory
1998

## SAY CHEESE!

**Once again, it's time to get out those cameras, dust off those photo albums and enter IDG's 15th annual International Photo Calendar Contest.**

**All IDG employees worldwide are encouraged to submit photos they have taken. Twelve masterpieces will be selected for inclusion in the 1999 Employee Photo Calendar. One could be yours!**



**Here's all you have to do:**

**1. Submit up to two color or black-and-white glossy prints or 35mm slides clearly labeled with your name, business unit and address, telephone and fax numbers and e-mail address. Be sure to include a title for your photo. NOTE: Do not write directly on the backs of the photos!**

**2. Submit photos as developed without retouching.**

**3. Entries must be received by Monday, Sept. 14. Please send your photos to: IDG World Update, 31 Milk Street, Suite 210, Boston, MA 02109, U.S.A. Winners will be notified in early October.**

**First Prize: $250.00**
**Second Prize: $150.00**
**Third Prize: $100.00**

**Questions? Contact Penny Winn (penny_winn@idg.com) or Patricia Smith (patricia_smith@idg.com) or call: 617-423-9030.**

**PLEASE NOTE:**
**Due to the ever-growing number of entries, photos WILL NOT be returned this year. Please make copies!**

## CELEBRATING 10+

# John Corrigan

**HOME:** Sudbury, Mass.

**JOINED IDG:** October 1986

**CURRENT TITLE:** Vice President, Careers, for *Computerworld.*

**MOST CHALLENGING PART OF YOUR JOB.** Competing against every newspaper in America and all IT publications; a combined circulation, in the top 25 markets, of over 20 million.

**I JOINED CW BECAUSE:** It was an excellent editorial product that had a real need to reestablish itself in a major advertising category. And one that had top leadership who recognized that recruitment was a completely different beast from display ads.

**WHAT'S KEPT YOU AT IDG FOR 10 YEARS?** The competitive landscape of recruitment advertising needs someone who'll take risks. Not sure if I stepped forward or everyone else took a step back. Either way, constant understanding and meeting the needs of clients has been a constant engagement.

**BEST COMPLIMENT YOU'VE EVER RECEIVED ON YOUR WORK?** Having our clients tell us we are the most respected and most imitated team in the industry.

**FAMILY:** Wife Barbara; three grown children (Eileen, Patricia, Sean) and three grandchildren in Hong Kong, Chicago and suburban Boston.

**A FAVORITE QUOTATION:** "The obscure we see eventually; the completely apparent takes longer." — Edward R. Murrow

**FIRST JOB OUT OF COLLEGE?** Internal audit group at Chase Manhattan. Found making money is better than counting money and left after six months.

THE RITZ-CARLTON

**IDG CHAIRMAN PAT McGOVERN ESCORTS COMPUTERWORLD'S** ***John Corrigan*** *(right) to dinner at the Ritz-Carlton in Boston in honor of his 10 years of service to the company.*

**BEST BOOK READ IN THE PAST YEAR?** *Endurance,* an account of Ernest Shackleton's Antarctic expedition. Amazing example of teamwork.

**WHAT OTHERS CAN'T TELL JUST BY LOOKING AT ME:** That I'm the world's smallest giant.

**MANAGER'S PROFILE:** "John is the ultimate professional, equally dedicated to serving his Computerworld Career customers and building a powerhouse support team to grow our business. He has helped us move beyond simple recruitment ads in the newspaper by getting us deeply involved in online recruiting and career conferences. The Computerworld Careers opportunity is a solid $10 million-plus revenue generator for us, helping us offset the economic cycles of ROP advertising. As chief evangelist, his advice and counsel are invaluable to our future growth at *Computerworld.*"

- ***Jim Martin**, president and CEO, Computerworld Inc.*

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 75 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 28 July 13, 1998

**MAC PUBLISHING HONORED AT COMPUTER PRESS AWARDS CEREMONY**
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# IDG WORLD UPDATE

**PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE**

## International Exhibitors Increase at E3Expo

Coming this Holiday
500,000
GAMEPRO
Seasons Greetings!

**IDG GAMES MEDIA GROUP PRESIDENT/CEO JOHN ROUSSEAU** *(center) and GamePro Editor-in-Chief* ***Wes Nihei*** *(right) bestow one of the GamePro Readers' Choice awards to a representative of THQ. For more information on the product awards GamePro and PC Games announced at E3Expo, visit IDG World Update Update Online at http://idgcentral.com.*

E3 is a show with a short name but big expectations about the industry it covers. Celebrating a 38% increase in video game and PC game software sales last year and an expanded market for interactive entertainment titles, the fourth annual Electronic Entertainment Expo drew 41,300 developers and retailers to Atlanta May 27-30.

E3Expo is wholly owned by the Interactive Digital Software Association and operated by IDG World Expo and IDG Expo Management Co.

The 440 exhibitors occupied 534,000 square feet — the equivalent of 23 football fields. They introduced approximately 1,600 new titles for the video game console, PC, Internet or DVD platforms during the show.

Exhibitors were very pleased with the quality of the audience and level of media exposure the show garnered, said

• CONTINUED PAGE 4 •

## Global Marketing Project Showcases Intercompany Collaboration

Riding the Crest :
Intranet / Extranet Deployment
in ASEAN
SINGAPORE • MALAYSIA • THAILAND • INDONESIA • PHILIPPINES
FUJITSU
IDG

**TEAMWORK PERSONIFIED.** *IDG staff involved with the Fujitsu seminar in Singapore were (left to right):* ***Gerard Wee****, editor, CW Singapore;* ***Jenny Chin****, conference coordinator, IDG World Expo/Asia;* ***Rita Goh****, project executive, IDG World Expo/Asia;* ***Jimmy Yu****, director, IMS/Singapore;* ***Keiichi Maesato****, president, IDG Marketing Services/Japan;* ***Rosalynn Chua****, director, IDG World Expo/Asia (Singapore);* ***Ong Ngee Ming****, conference manager, IDG World Expo/Asia (Singapore);* ***Shu Saito****, account executive, IDG Marketing Services/Japan;* ***Dennis Philbin****, vice president/managing director, IDC Asia/Pacific;* ***Piyush Singh****, vice president/consulting, IDC Asia/Pacific.*

For the past year, IDC, IDG Marketing Services, IDG World Expo and publishing operations in five Asian countries have banded together in an impressive example of a coordinated approach to customer service. The result? One very satisfied client — Fujitsu — and high visibility for IDG's diverse resources and global reach.

According to IMS/Japan Account Executive **Shu Saito**, the Global Marketing Project was the result of a steadily growing relationships between IDG and Fujitsu. One of the managers in Fujitsu's Global Business Marketing Division asked if IDG

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# IN BRIEF

## Mac Publishing Honored at Computer Press Awards

Mac Publishing earned two honors at the Thirteenth Annual Computer Press Association (CPA) Awards last month in New York City. *Macworld* won Best Columnist honors for "Desktop Critic," a column written by David Pogue and edited by **Carol Person**. *MacWEEK* received runner-up honors for Best News Story for "Making The Grade," a comprehensive report card on Apple Computer that appeared in the August 4, 1997, issue.

Mac Publishing joins *PC World* and IDG Books in the lineup of IDG companies that earned top honors at the CPA Awards (*see IDG World Update, July 6, 1998*). This year the CPA evaluated close to 1,000 entries in print, online and broadcast media.

Earlier this year, *Macworld* earned a Maggie Award from the Western Publications Association for excellence in the Computers & Telecommunications category.

## IDG.net Launches Two New Daily Newsletters

IDG.net, IDG's Online Network (http://www.idg.net), has introduced two new daily newsletters focused on corporate IT products.

*Today's Top Enterprise Products* and *Today's Top Networking Products* will include reviews and news drawn from a variety of IDG Web sites including InfoWorld Electric, Computerworld Online and Network World Fusion.

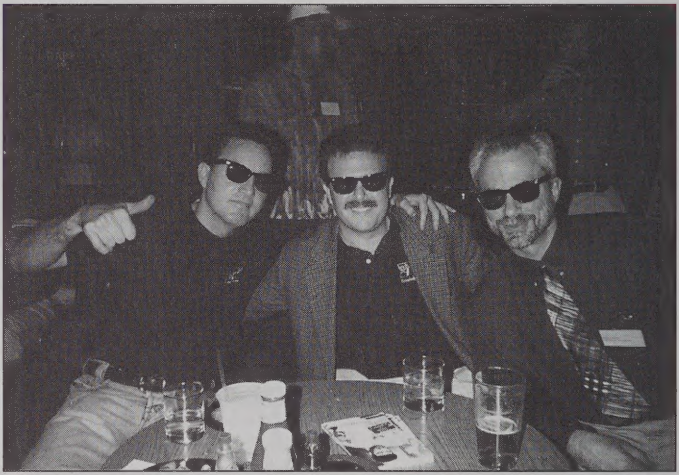
Enterprise Products will cover products from SAP, PeopleSoft, Baan, Oracle and other key vendors. Networking Products will include new technology from 3Com, Cisco, Netscape, Microsoft and others.

Like the other 12 IDG.net newsletters, the two most recent are distributed via IDG's TipWorld e-mail newsletter service (http://www.tipworld.com). For more information, contact **Mark Cappel** at mark_cappel@idg.com.

### THE IDG CALENDAR CONTEST HAS BEGUN!

**IDG's 15th Annual Employee Photo Calendar Contest is underway, and the deadline to submit photos is Sept. 14. Check out the details in the July 6 issue of *IDG World Update* (also available online at http://idgcentral.com).**

## IDG Books Got the Blues



**BLUES BROTHERS UNITE! IDG BOOKS CEO JOHN KILCULLEN,** *(left) President/Publisher Steve Berkowitz (center) and VP/Association Publisher* ***Walt Bruce*** *play it cool at the IDG Books party.*

IDG Books Worldwide grabbed its share of the limelight at the annual Book Expo of America, held in Chicago this past May. Crowds swirled around the IDG Books booth at the signings featuring Olympian Florence Griffith Joyner (*Running For Dummies*) and Victoria's Secret model Stephanie Seymour (*Beauty Secrets For Dummies*).

On May 30, IDG Books held its Book Expo party at Buddy Guy's Legends blues club. The staff transformed the nightclub into a lounge lizard's paradise, supplying a piano bar, a roaming magician and an endless supply of Cajun hors d'oeuvres. Among the attendees were authors Dr. Ruth Westheimer (*Sex For Dummies*), Cesare Casella (*Italian Cooking For Dummies*), Joe Morgan (*Baseball For Dummies*) and guest musicians Lonnie Brooks and Wayne Baker Brooks (*Blues For Dummies*) and their bands.

### CORRECTION

**Three winners of the Computerworld Smithsonian Awards were omitted from the list on page 4 of *IDG World Update*'s June 29, 1998, issue:**

**TRANSPORTATION**
**Science Applications International Corp. (San Diego, Calif.)**

**ENVIRONMENT**
**U.S. Environmental Protection Agency (Washington, D.C.)**

**MANUFACTURING**
**Genentech, Inc. (San Francisco, Calif.)**

## ON LINE

**JEFF MEERS**

*The president of IDG Marketing Services/Europe, Middle East and Africa is this week's guest columnist.*

### IMS/EMEA AT-A-GLANCE

**LOCATION: Staines, England; Paris, France; Munich, Germany.**

**ESTABLISHED: 1994**

**EMPLOYEES: 26 in the U.K., 7 in France, 2 in Germany.**

**MISSION: To work in partnership with the European business units' sales teams to build client revenue for IDG.**

**PRODUCTS/SERVICES: IMS has no products of its own. It exists purely to sell IDG's local products. It does, however, offer a service to pan European clients: to make it easier to do business with IDG across multiple countries.**

**RECENT ACCOMPLISHMENTS:**

- **Sales contracts with IBM, HP, 3Com, Gateway, Intel, Xerox and Phillips.**
- **Establishment of European Account Team.**
- **Alliance with Reed U.K. titles.**

**Q How does IMS/EMEA interact with IDG Marketing Services offices outside Europe and with other IDG businesses?**

**A** Each regional IMS team is accountable to its regional IDG managers. IMS/EMEA's prime responsibility is to the European managers. However clients demand service at global, European and local levels. So IMS/EMEA needs to keep abreast of developments in other regions in order to best develop and exploit opportunities. Only IDG can do this by delivering unique benefits to our clients. The superior communication between IMS globally means IDG local teams are better informed.

Two years ago, IMS EMEA set up a European Account Team (EAT), a group of local IDG sales managers and IMS/EMEA Client Service and sales teams who work together to assist clients. The EAT database on IDG Central contains client information, gathered locally and at European client headquarters, needed to enable IDG to be real marketing partners with customers.

IMS works very closely with IDC. Quality information is at the heart of understanding a client's opportunities and helps them to better design and prosper from their marketing programs. IDG World Expo and IDG Books are separate businesses, but IMS always includes these key offerings in marketing collateral and credentials.

**With CMP and Ziff-Davis expanding into Europe, what resources will IDG bring to the coming war?**

Our alliance with Reed in the U.K. is designed to attack their initiatives and make it hard for them to expand their new product lines out of the U.K. into the rest of Europe. In the U.K., *PC Advisor*, *Computer Weekly* and the newly acquired channel titles from Reed dominate their markets, making it difficult for competitors' new product lines to succeed.

**What are IMS/EMEA's challenges in the fiscal year ahead?**

IMS has the opportunity now to work even closer with the local sales teams. Achieving teamwork at European and local client level where all those involved have incentives to jointly achieve sales success will not only bring even greater market dominance but make the whole process even more exciting, rewarding and profitable.

*Note: Part 2 of Jeff Meers' column appeared July 6, 1998.*

### IT Publisher Market Share in EMEA

| | 1Q98 Page Share | 1Q98 Page Growth | 1997 Page Share | 1997 Page Growth |
|---|---|---|---|---|
| IDG | 31.8% | 13.8% | 31.3% | 11.3% |
| VNU | 15.1% | 9.3% | 14.2% | 16.8% |
| Ziff All | 11.2% | 7.1% | 11.6% | 12.1% |
| *Ziff* | 7.3% | 15.3% | 6.7% | 23.6% |
| Ziff/L* | 3.9% | -5.6% | 4.9% | -0.5% |
| CMP All | 5.5% | 29.2% | 5.3% | 27.8% |
| *CMP* | 4.4% | 45.3% | 3.8% | 40.3% |
| CMP/L* | 1.1% | -11.1% | 1.5% | 4.8% |
| All EMEA | 100.0% | 13.3% | 100.0% | 17.0% |

* Includes licensees

*Chart source: Media Monitoring Services (MMS)*

## E$^3$ Conference Highlights

Beginning with E3Expo's keynote panel of six gaming industry CEOs and continuing into more than 50 conference sessions and workshops, a number of gaming trends and developments emerged. Among them:

- The audience for the interactive entertainment industry has broadened. Kids from the early days of gaming in the mid-1980s are now adults and continue to play, and more females are playing.

- There will be more licensing of game properties to Hollywood and TV.

- More attention will be paid to character development. Creating more interesting characters will enhance players' gaming experience and also create more merchandising opportunities.

- Developers must use better 3D sound, create better speech recognition devices, and improve the use of music to appeal to both older and younger players.

- Given the need to be even more creative as the audience for the gaming market broadens, the industry needs to nurture smaller developers that may not have the resources to bring products to market.

## GAMES GALORE

**IDG publishes more gaming titles than any other global publisher:**

***SuperGamePower* (Brazil)**
***GameStar* (Germany)**
***GamePro Greece***
***Game Software* (PRC)**
***Attack Games* (Sweden)**
***PlayStation Pro* (U.K.)**
***N64Pro* (U.K.)**
***GamePro* (U.S.)**
***PC Games* (U.S.)**

## GAMEPRO CIRC TO REACH 500,000

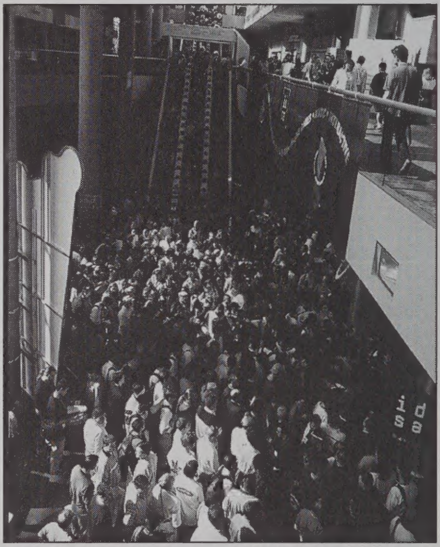
***GamePro*'s circulation is expected to hit 500,000 by the end of this year, IDG Games Media Group announced during the recent E3 Expo. Its readership purchases or influences the purchase of more than $1.8 billion of gaming hardware and software in 1998.**

***GamePro*'s current average circulation — 468,992 — leads the market. The January 1998 issue delivered a total circulation of 550,000, more than any other multiplatform gaming publication worldwide.**

**The competitors' circulation numbers are: *Electronic Gaming Monthly* (Ziff-Davis), 358,198; *Official U.S. PlayStation Magazine* (Ziff-Davis), 150,000; *Electronic Gaming Monthly 2* (Ziff-Davis); 126,310; *Next Generation* (Imagine Media, Inc.), 128,012.**

### E3EXPO

*continued from page 1*



STAN EINZIG

**UP, DOWN AND ALL AROUND, ATTENDEES** *crowded into the Georgia World Congress Center for E3Expo this past May.*

Show Director Mary Dolaher. "Once again we were able to attract the key buyers/influencers in the retail industry (the CEOs of all the major retailers, such as Toys R Us and KayBee Toys, as well as their store managers, regional buyers and other key staff), all the top-tier media outlets and numerous celebrities."

Many more international companies exhibited this year than in 1997, Dolaher said. Five international pavilions — three more than last year — featured companies operating in Australia, France, Canada, South Korea and several Eastern European nations. There were also several smaller European exhibitors separate from the pavilions. With the show based on the East Coast this year, show operators succeeded in their efforts to attract more European companies. International attendees, representing more than 80 countries, accounted for 18% of the total audience.

### The main event

"E3Expo is the main industry event for our market and continues to grow in importance and size," said IDG Games Media Group President/CEO **John Rousseau**. "It's one of our most effective vehicles for demonstrating our continued leadership position to the industry. And we can spend valuable time with our customers, and this remains our primary focus during the show."

According to *Trade Show Week*, the 1997 E3Expo was the 24th largest show in the U.S., and this year's is expected to rise several notches. The publication takes into consideration the size of the exhibit floor and attendance. E3Expo's size and scope translates into significant convention-related dollars for the host city — Atlanta enjoyed a $42 million windfall, Dolaher said.

Next year, E$^3$ will be held May 13-15 at the Los Angeles Convention Center, where it debuted in 1995. Moving back to the West Coast is "a natural fit for our industry," Rousseau noted, as a majority of exhibitors are based on the West Coast, and more Asian companies are expected to exhibit next year as well.

For more information on E3Expo, go to http://www.e3expo/com.

IDG

## *Job Opportunities - July 13, 1998*

**VP of Event Business Development (IDG)**
IDG is looking for an executive to lead business development efforts for new events, particularly outside the United States. The successful candidate will have knowledge of the key IT vendors and the issues that create market opportunity for "selling events," particularly expositions tied to IDG's brands. Reporting to the IDG Executive Committee, the candidate will also be the champion for extending IDG's existing event brands around the world, and for negotiating and closing favorable partnership arrangements with IDG business units, vendors and partners.
*Location: Flexible*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

**Marketing Specialist (CW)**
Computerworld's Careers group is seeking a Marketing Specialist to join the team. Key areas of responsibility include project management for the creation of marketing literature and sales tools (including items like the annual media file, direct mail postcards, house and outside advertising, booth graphics and materials), and coordination of special promotions at Computerworld and Computerworld-sponsored conferences and events. The ability to juggle a multitude of ongoing projects, excellent telephone manner, positive attitude and the ability to build important relationships with other departments are all required. Some knowledge of marcomm, lists and related processes is desirable. *Location: Framingham, MA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Graphics/Senior Designer (FCW)**
Seeking talented and energetic designer with a minimum 5 years publication experience, well versed in Quark, Illustrator and Photoshop, accomplished people skills and ability to act independently to create finished publication design and layout, spot illustrations, info graphics and photo manipulation. *Location: Falls Church, VA*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

**Mail Clerk, P/T (IDC)**
IDC is seeking a part-time mailroom clerk for 25 hours/week. Responsibilities will include the delivery of mail and packages and assistance with general maintenance requests. Candidates should have customer service experience, be team oriented and have strong organizational skills. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

**Marketing Assistant (IDC)**
IDC is seeking a highly motivated assistant to provide support to the Marketing team. Job responsibilities include coordinating multiple promotional mailings, taking event registrations, supporting the marketing database, administrative support as well as ad hoc projects. The ideal candidate should have 1-2 years business experience, be well organized, detail oriented, capable of multi-tasking, and able to work independently as well as part of a team. Proficient in Word and Excel on the PC. Experience on Mac a plus. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idc.com

**Administrative Assistant (IDG Global Comm)**
This 30 hour a week position is responsible for providing clerical and administrative support to the IDG Global Communications staff and will report to the Operations/Support Manager. Responsibilities include general office duties; mail distribution, answering phones, filing, faxing, maintaining office equipment, and organizing staff meetings. The individual will also assist with purchasing, paying invoices and the billing and database administration. Candidate should have excellent communication skills, be incredibly resourceful, highly organized, detail oriented and have strong PC skills and a working knowledge of MS Word, Excel and e-mail.
*Location: San Mateo, CA*
Contact: S. Wolf, Fax: 650-524-5730, Phone: 650-524-5712, Email: shannon_wolf@idg.com

**Receptionist, P/T (IFW)**
InfoWorld is looking for a part-time Receptionist (20 hrs/week, 8 am - Noon, Monday-Friday). Responsibilities include answering and routing all incoming calls, greeting guests, receiving some incoming shipments, issuing security access cards, and booking conference rooms. Additional duties will include some administrative support to the staff as needed. Ideal candidate will be pleasant, organized, efficient, resourceful, and be able to multi-task. Must also be able to work independently with little supervision. Excellent customer service a must.
*Location: San Mateo, CA*
Contact: Carla Neumann, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

**Associate Publishing Systems Specialist (IFW)**
InfoWorld is looking for an Associate Publishing Systems Specialist. Responsibilities of this position include providing second-level user support for QPS, Quark Xtensions, and desktop publishing applications, such as Adobe Photoshop, Adobe Illustrator, etc.; administering QPS Dispatch server; implementing and maintaining QPS Administrator functions; assisting Publishing Systems Specialist in publishing projects as needed; liaison with Help Desk personnel in resolving publishing systems and desktop publishing issues; providing technical expertise on Macintosh and PC hardware issues, both to users and the Help Desk; training Help Desk personnel on first-level user support issues; and writing training materials and documentation. Individual must be fluent with QuarkXpress and other desktop publishing applications. Macintosh and Windows 95 proficiency needed. Familiarity with font, graphic and pre-press transmittal issues suggested. Experience and understanding of production processes preferred. B.A. in computer science or related field, although substantial directly related experience can be substituted. Must be a team player and be able to deal with high-pressure deadline situations. Customer service background and a willingness to do whatever is necessary to solve a problem required. "Can do" attitude a must.
*Location: San Mateo, CA*
Contact: Carla Neumann, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

**Account Executive (IS)**
The Industry Standard is looking for a hard charging, eager advertising salesperson. The ideal candidate will be someone who wants to join an exciting, brand new publication that is on the fast track. Responsibilities will include supervision of the creation and growth of a new advertising department for a brand new, exciting publication, sales of monthly directory listings/advertising and upselling of those accounts into the display pages of The Industry Standard. Types of advertisers will be Executive Recruiters, Interactive Advertising Agencies, Web Developers and Web Server companies. Classified advertising sales experience preferred. The individual in this position will have the opportunity to grow professionally with the growth of the department. *Location: San Francisco, CA or flexible*
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: anne_schneider@idg.com

**Event Planner (NW)**
The rapidly growing Professional Development Group of Network World is looking for an experienced Event Planner. This person will be planning and executing the logistics for the Network World Technical Seminars. The ideal candidate should be detail oriented, and be able to handle multiple projects and work independently. Duties include site/event research and planning, material kit fulfillment, hotel logistics, and inbound customer service. Prior experience with event/meeting planning required and solid PC skills (Pro, Word, Excel). Some travel will be required. *Location: Framingham, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

**Research Assistant (PCW)**
This position will provide analytical and administrative support to PCW's Research Department, and represents an excellent starting point for a career in research and high-tech publishing. He/she will be expected to construct and execute tabulations on syndicated and primary research, collect data and provide preliminary analyses, and update presentations with newly released data. The Assistant will provide administrative support, including distribution of materials, library files, database maintenance, and general assistance to the Department as required. Candidates should have solid analytical, organizational and communications skills. Attention to detail and accuracy are a must, along with the ability to balance and complete many projects in a deadline-oriented environment. He/she should have a practical working grasp of data analysis and statistics, proficiency with PC applications such as MS Excel and PowerPoint, and the ability to work reliably on an independent basis. *Location: San Francisco, CA*
Contact: S. Riddle, Fax: 415-974-7404, Phone: 415-267-4556, Email: stephen_riddle@pcworld.com

# White Paper Tracks Rise in Electronic Entertainment

1997 was one of the most successful years the electronic entertainment industry has ever experienced, and the momentum is expected to continue, according to *The 6th Annual Interactive Electronic Entertainment in the Home* industry white paper.

The report findings are drawn from interviews with more than 30 industry leaders conducted by the IDG Games Media Group's executive managers. The participants included hardware and peripherals manufacturers, software developers and publishers, online gaming companies, industry associations, venture capital firms and retailers.

For the second consecutive year, IDG Games Media Group worked exclusively with IDC/LINK on the project. IDC provided more than a dozen charts and forecasts that give analytical background to the insights offered by industry leaders.

Among other issues, the report examined:

- Company and industry performance for 1997.
- Future outlook of the industry.
- The developer/publisher relationship.
- The future of online gaming.
- Prospects for the viability of the retail channel.

For information on ordering the white paper, contact **Kristin Shackelford** at kshackelford@gamepro.com or visit the advertising sections of http://www.gamepro.com or http://www.pcgames.com. IDG employees are eligible for a 50% discount off the regular report price of $199.95.

### TOTAL U.S. ENTERTAINMENT REVENUE PROJECTION

**(Console hardware and software, home PC hardware, PC games/entertainment software, and online gaming)**

| | |
|---|---|
| 1996 | $26 billion |
| 1997 | $27 billion |
| 1998 | $29.6 billion |
| 1999 | $31.8 billion |
| 2000 | $34.3 billion |
| 2001 | $37.8 billion |
| 2002 | $41.6 billion |

*Source: IDC, 1998*

### PC GAMES INCREASES FREQUENCY

**_PC Games_ will publish 12 times a year beginning with the September issue. Currently _PC Games_ publishes 10 times a year.**

**The reasons for the frequency changes are threefold, said IDG Games Media Senior VP and _PCG_ Publisher Cynthia Sandor. "First, the electronic-entertainment industry is thriving. There's more PC gaming product being introduced throughout the year; and summer months, once traditionally slow, are now prime season for new releases. Second, more new releases in the summer means more games to advertise. Three, our readers demanded more issues!**

**_PC Games_ is the only magazine in its category written specifically to meet the informational needs of the PC-gaming market's growth-segment. "Our research indicates that this dynamic growth-segment is fueled by younger, affluent, influential, tech-savvy and discerning game buyers," Sandor noted.**

# European Managers Compete in IDG-style Ryder Cup Tournament

The ComputerScope/IDG Golf Challenge was held last month at Ashford Castle in the west of Ireland, rounding off the IDG European Managers Meeting.

Four teams set off: the Continentals, captained by **Ralph-Peter Rauchfuss**, managing director, Computerwoche; the British team headed by **Kit Gould**, publishing director, *PC Advisor*; the Americans, captained by **Jim Casella**, IDG COO; and the Irish team headed by **Mark Egan**, managing director of the Irish publication *ComputerScope*.

**MAGGIE MURPHY DESCRIBED HER** *stellar performance on the ninth hole as "the defining moment of my golfing career."*

**Maggie Murphy**, executive assistant to IDG Chairman **Pat McGovern**, joined the nine-hole match half way through, following her working session with IDG's CEO. As an honorary member of the Irish team, she proved to be slightly off her best game, until the last hole.

With all the preceding players in a gallery watching the Nearest The Pin competition on the par-3 ninth, Maggie dropped a beautiful 5-iron to within 45 inches of the pin! She went on to sink the pressure putt for the birdie and secure a last-minute second place for her Irish teammates behind the Continentals.

Maggie's performance was proof positive that Irish ancestry works wonders for one's golf game on the Emerald Isle (ahem, with the notable exception of [IDG Books CEO] **John Kilcullen**).

With IDG Vice President of Human Resources **Tom Mathews** scooping up the Longest Drive prize, IDG U.S.had a solid lock on the contest holes.

*Thanks to ComputerScope Publisher **Frank Quinn** for submitting this article.*

### GLOBAL MARKETING

*continued from page 1*

could plan a promotion project for their workgroup software called Teamware.

The resulting project, coordinated by Saito, had several components. The centerpiece was IDC research on the development of intranet and extranet applications in five of the countries within ASEAN, the Association of Southeast Asian Nations: Indonesia, Malaysia, the Philippines, Singapore, Thailand. (The two other ASEAN nations, Brunei and Vietnam, were not covered in the study).

An IMS/IDC team presented the research results to Fujitsu staff at the company headquarters in Tokyo on March 16, In addition to Saito, the presenters were IDC Asia/Pacific Managing Director **Dennis Philbin** and IDC/AP Vice President/Consulting **Piyush Singh**, Senior Strategic Research Analyst **Gerry Davidson** of IMS/U.S., IMS Japan President **Keiichi Maesato** and former IMS Japan Director **Keizo Kawamura**.

#### Papers and seminars

IDC and IMS/Japan also created a two-page advertorial spread, *IDC Insight*, highlighting some of the research results. Five country-specific *Insights* were produced. The Fujitsu-sponsored spreads were published in the *Computerworlds* and *PC Worlds* in each of the countries surveyed. Each *Computer-world* ran the spread in two issues and the *PC Worlds* ran it once.

Total circulation of *IDC Insight* in the IDG publications was more than 170,000.

*IDC Insight* contained information on how to order one of the five country-specific white papers, each 20-pages long. White papers were also distributed to selected Fujitsu clients and sent to targeted *CW* and *PCW* subscribers in Asia. *Insight* also included details on the free Fujitsu Seminar series, at which the research results would be presented.

IDG World Expo/Asia organized the "Riding the Crest: Intranet/Extranet Deployment in ASEAN" seminar tour in May in the capital cities of Singapore, Malaysia, the Philippines and Thailand. Indonesia's event was postponed to mid-August due to the country's volatile economic and political climate.

A total of 230 industry specialists attended the half-day seminars; Thailand led with 80. Attendees received the white paper with their admission.

#### Five-country partnership

"The most beautiful part of the whole project — apart from the happy client — was how close to a dozen IDG business units and partners in five countries worked together to make this success," said IMS' Maesato. "It was the first time any Japanese vendor and IDG conducted an effort of this size and scope across multiple countries in Asia. We can't thank Fujitsu enough for giving us this opportunity, and we thank all our IDG colleagues who contributed."

Is Fujitsu happy with the results of the project? "You bet!" Maesato said. "Just considering the seminars alone, more than 75% of the attendees have turned into business leads for Fujitsu. The three tips for success on a project like this are teamwork, teamwork, teamwork!"

*For more information onthe Global Marketing Project with Fujitsu, contact Shu Saito at saito@idgims.co.jp.*

## CLIENT PROFILE: FUJITSU

**Fujitsu was founded in Japan in 1935 as a telephone equipment maker. The Fujitsu Group had consolidated revenues of $37.7 billion in the fiscal year ending March 31, 1998.**

**With more than 500 group companies, including Amdahl Corp. and ICL PLC, Fujitsu is one of the world's largest suppliers of computers and information systems solutions, telecommunications and semiconductor products, software and services. The Fujitsu Group has more than 180,000 employees worldwide and operations in more than 100 countries.**

## IDC White Paper Examines Intranets and Extranets in ASEAN

The IDC research for the Global Marketing Project, *Riding the Crest: Intranet/Extranet Deployment in ASEAN*, was sponsored by Fujitsu Limited for the benefit of the IT user community.

The study aimed to identify intranet/extranet applications being implemented in Singapore, Malaysia, the Philippines, Thailand and Indonesia and show how companies are taking advantage of the technology to support their business mission.

IDC interviewed ASEAN companies on the cutting edge of using intranet/extranet applications, such as Singapore Polytechnic and the Stock Exchange of Singapore.

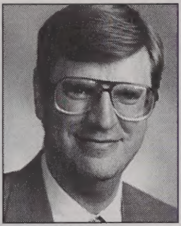
Intranet and extranet adoption is at the introductory stage in ASEAN, the study found. Key challenges for lead users were resistance to change, immaturity of application development tools, security concerns, bandwidth constraints and increased technical support requirements.

The critical success factors were support from top management and commitment of the system's main users. Useful content, the network infrastructure and the exent of education and training for users were also critical factors leading to successful intranet/extranet implementation.

*For more information on the study, contact IDC Asia/Pacific's Dennis Philbin at dphilbin@idcap.com or Piyush Singh at psingh@idcap.com.*

# NOTEWORTHY

## PROMOTIONS


SULLIVAN-TRAINOR

**Michael Sullivan-Trainor**, previously IDC's program director/Internet, has been named vice president/Internet. "Since coming here three years ago [from *Computerworld*] as director of IDC's E-messaging and Internet Applications programs, Mike has captained the team that has built the IDC Internet program into one of the company's biggest and the industry's standard," said IDC Senior Vice President **John Gantz**. "IDC's Internet program and the Internet Security program command over $2 million in revenues. Mike has helped pioneer some new research directions for IDC, including developing the Quarterly WebMaster Panel research, recruiting for IDC's Lead User of the Internet Study, and working with the International Group on an analysis of the GIT that led to the 'Pockets of Profit' study that has become a full product for IDC's International Group. He has also directed several large consulting and multiclient studies and is well-known as a frequent speaker and chairperson at Internet World and Internet Commerce Expos around the world."

## NEW EMPLOYEES

**Simon Wen Liang** joins *CIO* as an IS specialist. He has a degree in business administration from Merrimack College in North Andover, Mass., and enjoys fishing and golf.

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**Clair Edwards** *jetes* from Touchbase Communications to *Macworld U.K.* where she will be the firm's receptionist. She holds a B.A. in dance studies and is the founding member of and choreographer for a contemporary dance company.

Also new to *Macworld U.K.* is Display Sales Executive **Dean Payn**. He was recently with Haymarket Business Publications, Ltd. in a similar position. He earned a B.A. with honors in graphic art and design from the University of Leeds and likes to walk, play squash and paint.

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*InfoWorld* has signed up **Carol Ann Tonn** as a regional sales manager. Her last job was with Time, Inc. Asia as regional advertising director and director of events and customer relations. She holds degrees in business/marketing from Indiana University and in East Asian studies from the National University of Singapore. An avid scuba diver and horsewoman, she recently returned to the States — with her newly adopted baby girl from China — after 10 years in Asia.

*All business units are welcome to send information for the Noteworthy section to: world_update@idg.com.*

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# ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**THIRTEEN YEARS**

Steve Ireland - IDG Australia

**TWELVE YEARS**

Karin Quack - IDG Germany

**ELEVEN YEARS**

Vicki Brown - IDC
Madeleine Buckingham - PC World
Giulio Ferrari - IDG Italy

**TEN YEARS**

James Shannon - InfoWorld
Caroline Craig - InfoWorld
Alan Nelson - Computerworld

**NINE YEARS**

Carol Benioff - InfoWorld

**EIGHT YEARS**

Richard Willoughby - PC World

**SEVEN YEARS**

Jan Cameron - IDG Research Services
Gary Byrne - IDC

**SIX YEARS**

Randy Perry - IDC
Eric Lam - IDG Hong Kong
Solomon Emanuel - IDG Singapore

**FIVE YEARS**

Janine Goble - PC World

**FOUR YEARS**

Tom Winter - IDG U.K.
Meera Srinivas - InfoWorld
Alice Dragoon - CIO
John Hemsath - IDG Marketing Services
Doug Chandler - IDC
Ulrike von Trotha - IDG Germany

**THREE YEARS**

Stephen Wright - IDG New Zealand
Karl Martin - IDG New Zealand
Ricardo Sampaio - IDC Brazil
Yun-Pei Wang - InfoWorld
David Floyd - IDC
Heidi Schafer - IDC
Daniella Zucker - PC World
Ulla McGee - PC World
Thomas Perskowitz - IDG Germany
Jota Shishime - IDG Japan
Hideki Kojima - IDG Japan

**TWO YEARS**

Ruy Mendes - IDC Brazil
Emma Northam - PC Advisor (U.K.)
Faith Wardle - PC Advisor (U.K.)
Margaret Biggs - InfoWorld
Stuart McClure - InfoWorld
Amy Shluger -IDC
John Radzniak - Computerworld
Angie Weber - PC World
Kate Godfrey - PC World
Benjamin Jones - IDG Books

**ONE YEAR**

Rosie Haworth - PC Advisor (U.K.)
Michelle Feldman - InfoWorld
Bettina Heusch - IDG
Ana Gordon - IDC
Michelle Bailey - IDC
Janet Waxman - IDC
John McLaughlin - IDC
Anthony Amico - IDC
Rachel Payne - PC World
Ryan Eaton - IDG Books
Kathryn Faulkner - IDG Books
Nancy McKenna - IDG Books
Tom Missler - IDG Books
Jan Lipsansky - IDG Czechoslovakia
Anita Blockinger - IDG Germany
Verena Schieder - IDG Germany
Christina Hsu - IDC Beijing

## OFF LINE

**Congratulations to all our enthusiastic caption contributors. Winner Lee Schlesinger will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, The 5th Wave. The honorable mention winners below will receive IDG World Update pens.**

### HONORABLE MENTIONS:

"Dad, who's General Protection Fault?"
**- Dan Amrich**
*GamePro*

"I'm playing a game called Format C: Drive. What do I do after I say Yes?"
**- Rob Springer**
*IDG Books (Indianapolis)*

"Dear Dr. Internet: Dad spends hours and hours sitting down looking at text and pictures. Should I be worried?"
**- Tony Stagnitta**
*IDG Australia*

"Hey, Dad, IDG Books just went up 10 points."
**- Nathalie Thomas**
*IDG Accounting*

"Hey, Dad, I just read the business page in tomorrow's edition. You've been laid off."
**- Simon Salamon**
*IDC, New York*

"Hey, Dad, why don't you get your nose out of that...that *rag*...and surf something that will improve your mind for a change."
**- Paul McNamara**
*Network World*

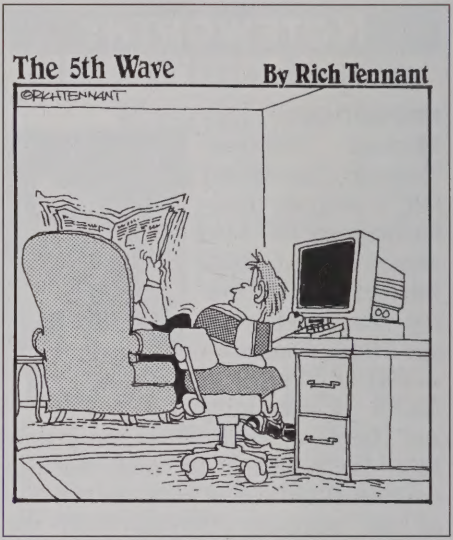
"How do you like the new MIDI file I downloaded, Dad? It's called 'Sonic Boom' by The B-52s."
**- Gwenette Gaddis**
*IDG Books (Indianapolis)*

Smirking nonchalantly, Smedley Jr. knew he had at last hacked into the central processing unit of his father's Barcalounger.
**- Michael Welch**
*IDG Books (Foster City, Calif.)*

With one push of a button, Johnny "The Problem Child" Drake broadcast a 1,000-volt message to his father's favorite chair regarding the monitor that hadn't worked in months.
**- Bill Ganci**
*IDC (Mountain View)*

"Hey, Dad, I needed more disk space for my new game...so I deleted Quicken."
**- Patti Bull**
*IDG Books (Indianapolis)*

"Um...Dad? Just suppose that I accidentally e-mailed all your Quicken files to the I.R.S. Would that be such a bad thing?"
**- Dwight Ramsey**
*IDG Books (Indianapolis)*



"And don't mess with my preferences again or I'll uninstall Microsoft Golf."

**- Lee Schlesinger**
*Network World*

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"Dad, I read that same article online this morning. Can you believe those plummeting stock prices?"
**- Brian Waldman**
*IDG Books (Foster City, Calif.)*

**RICH TENNANT'S ORIGINAL:**

"Hey, Dad, guess how many Milk Duds fit inside your disk drive?"

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 75 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 29 July 20, 1998

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**ON LINE: IDG PRESIDENT KELLY CONLIN UPDATES RESULTS OF THE IDG.NET/CNN ALLIANCE**
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**TWO IDC U.K. EMPLOYEES CLIMB THREE PEAKS FOR A GOOD CAUSE**
PAGE 5

# IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

## Theobald Named President of IMS U.S.

Last week IDG announced that **Bernie Theobald**, most recently executive vice president for IDG Marketing Services, has been named president of the San Francisco-based business unit.

"Bernie has made tremendous leadership contributions to IMS and IDG since joining the company in 1991," said IDG President **Kelly Conlin**. "He has established strong alliances and launched many innovative client marketing initiatives for global IDG partners such as Dell and HP. We look forward to an even stronger integrated global infrastructure with Bernie at the helm of IMS."

THEOBALD

Theobald joined IDG as senior vice president and advertising director of *PC World*. In 1993, he became director of national accounts for IDG Mar-

• CONTINUED PAGE 4 •

## McGovern Visits IDG Romania for *PC World*'s 5th Birthday

IDG Chairman **Pat McGovern** visited the IDG Romania staff in June and, while in Bucharest, met with top political leaders and IT company executives.

McGovern's meeting with Romanian President Emil Constantinescu focused on the importance of technology in creating economic growth and increasing the standard of living for the Romanian people.

Both agreed that Romania has an excellent technology education system and tens of thousands of well-trained people in information technology, two important foundations on which the emerging information economy can grow. Optimistic about the country's IT future, McGovern declared that Romania has the opportunity to become a Silicon Valley within Eastern Europe.

• CONTINUED PAGE 2 •

**MCGOVERN PRESENTS IDG ROMANIA** *General Manager **Mihaela Gorodcov** a plaque in honor of five years of editorial excellence and publication leadership in Romania.*

## IDG/Baptie Conference Targets European Channel Market

Channel marketers from Europe and the U.S. got together July 9-10 in San Francisco to trade a few European trade secrets at Channel Focus Europe '98. The conference was organized by Baptie & Co., and IDG Channel Services Group was the lead sponsor.

More than 25 speakers from companies such as IBM, Lotus Development, Microsoft and NCR described what marketers need to succeed in the rapidly changing European channel markets.

The purpose of the conference was to

• CONTINUED PAGE 4 •

**IDG ROMANIA**

*continued from page 1*

**IDG CHAIRMAN PAT MCGOVERN AND** *Emil Constantinescu, the president of Romania, exchange greetings.*

The IDG Chairman also met with the president of the Romanian Senate, Petre Roman. Their discussion centered on encouraging the formation of new technology companies and giving investment incentives to help leading international technology companies to set up research and development centers in Romania and the necessary laws to implement information technology and communications in Romania.

In honor of IDG Romania and *PC World Romania*'s fifth anniversary, the staff hosted a dinner at the elegant Hilton Hotel for McGovern and key government ministers, the heads of major IT companies and more than 100 industry notables. During the evening, the president of the Romanian Technology and Communications Association presented McGovern an "award of excellence" diploma for his contributions to the development of the IT field.

## SNAPS UP!

**IDG's 15th Annual Employee Photo Calendar Contest has started, and the deadline to submit photos is Sept. 14.**

**For details see the July 6 issue of *IDG World Update* (also available online at http://idgcentral.com). Questions? Write to world_update@idg.com.**

# IDG Books, ExecuTrain Ink Training Pact

As part of its expanded instructor-led training curriculum, ExecuTrain will now bundle IDG Books' *...For Dummies* series of technology books as an additional benefit for students taking its courses.

"By partnering with IDG Books Worldwide, we are pleased to extend to our customers value-added materials designed to further enhance their learning experience," said **Peter A. S. Pfeiffer**, ExecuTrain executive vice president of global sales and business development.

Participating ExecuTrain offices will begin providing appropriate *...For Dummies* books to students as an added benefit to its instructor-led courses in desktop applications. The books will supplement the classroom work for beginning or intermediate users and act as a reference tool for students after their classwork is completed.

"Our *...For Dummies* books are a natural fit for ExecuTrain," said **Lisa Coleman**, director of special markets at IDG Books. "We make learning fun and easy."

IDG Books' *Worldwide Bible* and *...Secrets*® series will also be used to ExecuTrain instructors to broaden their knowledge base.

# IDC Readies European IT Forum

Can Europe compete in the global Internet economy? Find out Sept. 6-8 in Paris at IDC's European IT Forum: The Impact of the Internet on the Global Economy.

With presentations from major players in the IT industry and senior IDC analysts, the Forum will offer insights into the issues affecting the future of Europe's IT industry.

Presenting their visions on the key technological and market trends that will characterize the one-billion-user online market, Forum speakers will include Bill Gates, chairman and CEO of Microsoft; Scott McNealy, CEO of Sun Microsystems; and Eckard Pfeiffer, president and CEO of Compaq.

IDG employees receive a 20% discount off the external registration fee of $1,950, and clients may be invited at a 15% discount.

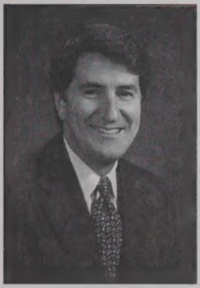
*For additional information contact* ***Myriam De Greef*** *at IDC Belgium at mdegreef@idcresearch.com or visit the IDC Research Website at http://www.idcresearch.com.*

## IDG ROMANIA AT-A-GLANCE

- **EMPLOYEES: 23**
- **PRODUCTS: *PC World Romania*, *Computerworld Romania*, *Telecom Romania*, various supplements, *Romanian Information Technology and Communications Infoguide*, Data Map of Bucharest, PC World CD-ROM, Romanian Computer Show (ROCS), ROCS COM (for telecommunications).**
- **POSITIONING: The clear market leader; no other company in Romania offers such a wide range of services for clients.**
- **FY99 GOALS: "To consolidate our products in the market. While we are the market leader, there is strong competition and we must be very flexible in terms of our strategy in order to meet the needs of our readers and clients."**

***- IDG Romania General Manager Mihaela Gorodcov***

# ON LINE



**KELLY CONLIN**

*The president of IDG is this week's columnist.*

**Q How successful has the alliance been between IDG.net and CNN?**

**A** The strategic relationship between IDG.net and CNN, which was launched in late May, has several objectives: branding and exposure for our sites (through medallion ads and clickable logo icons on CNN.com); circulation (through related links provided by CNN.com with all of our content, and throughout the Computing section); PR and exposure for our editors (through promotion of the alliance and opportunities for our editors to provide expert commentary on CNN television); and business development (through the creation of new, joint products to deliver revenue to IDG and CNN).

Although we're just two months into the alliance, progress has been made on each of these objectives. The branding and links have raised both IDG.net's profile and its circulation. Each day, between five and 10 stories/links to IDG sites — plus a number of branding elements — are posted on CNN's Computing section.

These stories have provided an immediate increase in IDG site visits through IDG.net — most days generating about 10,000 new visits, on some peak days generating over 20,000. (For comparison, to generate 10,000 IDG.net visits with banner advertising, we would typically need to buy about 1 million ad impressions).

Additionally, the increase in visits generated by CNN.com appears to have raised the overall profile and usage of IDG.net. Since the alliance was launched, visits from all sources — direct to http://www.idg.net, from newsletters, from search engines, from external links, and from CNN — has grown steadily. This suggests that the alliance's role in raising IDG.net's profile, and introducing new users to IDG.net, has helped create more repeat users of IDG.net — perhaps the most difficult Web circulation challenge.

Progress on the PR and business development fronts is just beginning but looks promising. In June, a convoy of IDG senior editors, business unit managers and Web publishers visited CNN to establish contacts for these efforts. Already, three new pages have been initiated for CNN.com — for Enterprise Computing, Internet, and Year 2000 issues. Editors have been introduced to television booking agents. And, talks are beginning for the development of a joint television-print-Web project. If successful, this latter effort could lead to a series that could generate revenues for both companies and introduce even more users to IDG's brands.

**The IDG job listings recently had a number of positions posted for the IDG Conference Management Company. Is this group poised for big growth in FY99? What new products is it taking on?**

IDG Conference Management is indeed one of IDG's fastest growing businesses. The most important new project for the company this year was the debut of the Vortex conference, which focused on the convergence of technology, telecommunications and the Internet. A very successful debut, the conference was developed and produced by [IDG Vice President of Technology] **Bob Metcalfe**.

In addition to creating Vortex, under the leadership of President **Lia Lorenzano**, the Conference Management Group is focused on building its well-known family of branded conferences, including Agenda and Demo, which are considered to be the among the most successful executive conferences in the industry. Agenda is also produced by Bob Metcalfe, and Demo is produced by [*DemoLetter* Editor]**Chris Shipley**.

Brand extensions are planned for each of these conferences. For example, Demo has developed, in addition to its successful conference, a Web site and a print newsletter. It recently launched a related executive retreat for company CEOs. Next year, Demo has plans to create a European version of Demo, as well as a vertical edition of the Demo conference focused on mobile computing. The European event is scheduled for September 1999 in Barcelona; the Demo Mobile event is scheduled for April of 1999.

Several other conferences are also in development, including a conference focused on entertainment and technology executives, called EnterTech, which will take place Oct. 23-25, 1998, and a conference focused on giving advice and counsel to first-time entrepreneurs, called StartUp, which is scheduled for January 1999.

As this development agenda suggests, we continue to believe that highly focused, well produced conferences are an important growth area for IDG.

## WANTED: EMPLOYEE FEEDBACK!

**If the answer to any of the questions below is "yes," the *IDG World Update* editors want to know! Contact us at world_update@idg.com.**

- **Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? (Questions will be forwarded anonymously.)**
- **Do you have a story idea for *IDG World Update*?**
- **Do you have a comment about something you liked — or didn't like — in this newsletter?**

## THEOBALD

*continued from page 1*

keting Services and then moved up to executive vice president.

Prior to IDG, Theobald had more than 10 years of marketing and advertising sales experience at Cap Cities/ABC and General Media Corp. Theobald earned his bachelor's degree in marketing and finance at the University of Scranton.

Theobald takes the place of **Peter Horan**, who was recently promoted to IDG senior vice president. Horan is involved in evangelizing the IDG brand worldwide and helping IDG acquire and communicate state-of-the-art knowledge about the marketing issues most important to IDG's largest customers around the globe. He will also focus on deriving maximum value from IDG's alliances with Reed, Nikkei, CNN and other companies.

### Pro-active sales force

Theobald said he is looking forward to his new role.“I've observed over the years and have come to understand that within IDG's decentralized culture that the opportunities and successes we enjoy often emanate from not only the leadership and direction that our business unit leaders provide but also from the pro-active field-level sales executives and ad directors who execute and effectively interact with our customers across IDG's many publications.”

Theobald added that “It is my top-of-mind intention to help lead our team to further enable this customer-centric focus. In partnership with our publications we will add more value and build on the successful portfolio of work that Peter Horan has already provided at IMS here in the U.S. Our bottom line will be to drive more revenue and profits into IDG by helping our customers solve their marketing problems. We look forward to our publications continuing support and pro-active interaction and team work.”

Theobald can be reached via e-mail at bernie_theobald@idg.com, tel: 415-676-3008.

## BAPTIE

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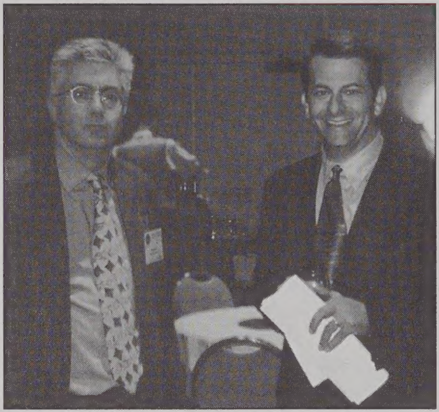


**BAPTIE & CO. FOUNDER ROD BAPTIE** *left) and IDG Channel Serivces President* ***Keith Newman*** *are now working on their next event, Channel Focus-Latin America, to be held Feb. 3-4, 1999 in Miami.*

bring together executives and marketers looking to launch a product or service in Europe or expand their exisiting services. It was designed to give speakers a chance to present their strategies in both a panel format and small workshops.

“This event is a great opportunity to get an in-depth perspective on the channel industry in Europe,” said **John Spensieri**, executive vice president, IDG Marketing Services, Channel World. “Key figures make presentations on important issues in channel marketing in Europe — who's selling what and where, what do European VARs really need, developing business in broad-based distribution — for major U.S. suppliers who are either trying to expand into the European channel or improve their efforts. It's an excellent vehicle to network and get some personal insights from the attendees. IDG contributes resources in terms of speakers, materials and event support.”

Spensieri said the workship format fostered productive discussions on topics attendees were most interested in, such as how to do pan-European marketing.

More than 200 high-level executives from companies such as Seagate, Cisco, Oracle and Bay Networks attended, an increase from last year's conference and the largest one the group has sponsored to date. IDG speakers included **Jeff Meers**, president of IDG Marketing Services/Europe, Middle East and Africa, and **Adrian Jones**, IMS/EMEA client services director.

Katarina Bonde, an executive vice president with Seattle-based Kaptura Software, said “Baptie was a great conference. It brings together people with common interests. I made some very useful contacts that I plan on tapping into soon, both with presenters and the participants. I highly recommend it, especially for someone who is going to or doing business in Europe.”

One attendee noted that one of the main points that came out of the conference was that “every country in Europe is its own separate entity. A marketing plan for the U.K. won't necessarily work in France.”

“We were very pleased with the overall quality of our audience and the speakers,” said **Amanda Lawatsch**, marketing coordinator for *Solutions Integrator*, which is published by the IDG Channel Services Group. “To date this is our largest event with Baptie & Co., and it was a great forum for us to display our reach within the North American and European markets.”

This is the second year IDG Channel Services has been the lead sponsor for this event, which is one of a series including North America, Asia and Latin America. Founded by Rod Baptie, Baptie & Co. is a major channel conference organizer in Europe. IDG Channel Services sees several benefits from its sponsorship, including promotion in direct mailings, signage at the conferences, invitations for *Solutions Integrator* editors and executives to serve as panel moderators and speakers, and sponsorship of networking events.

“IDG now has 22 channel publications, including *Solutions Integrator*,” Lawatsch said. “We're the new kid on the block so it's nice to have the IDG family around.”

*For more information on the conferences, contact Lawatsch at amanda_lawatsch@idgchsg.com.*

## FIRST RESELLER MEETING NEXT MONTH

**The IDG Reseller Global Product Line Meeting will be held Aug. 18-20 in Munich. For details, contact Heidi Schwab at hschwab@computerpartner.de.**

IDG

## *Job Opportunities*
## *Monday, July 20, 1998*

**Business Development Director (CHSG)**
IDG's Channel Services seeks an energetic, highly motivated Director of Business Development to create, execute, and manage its web strategy as well as other business development activities related to other nontraditional print subscription sources. Must have an in-depth knowledge of the internet publishing market both on-line and in print and web content design as well as strong planning, project management, organization skills, and proven leadership capabilities. Must also have the ability to identify and evaluate new business opportunities for Channel Services. Requires significant sales and business development background, with on-line focus, preferably in a start-up environment. MBA preferred with at least 8-10 years of proven business development experience. Strong presentation and proposal writing experience a must. *Location: San Mateo, CA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Sales Associate (CHSG)**
Solutions Integrator, the partner of choice for IT suppliers and resellers on channel related technology and business solutions, has a great opportunity in our San Mateo office for a detail-oriented self starter to provide sales/administrative support to 3 Regional Sales Managers. Working in a fast-paced, team-oriented environment, the individual in this position will maintain the sales/prospect databases, analyze the competition, provide strong customer service to clients and prepare sales presentations. The position requires proficiency with Lotus Notes, Word, Excel and PowerPoint, solid organizational skills, strong written/verbal communication skills and the ability to work independently. *Location: San Mateo, CA*
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

**Account Executive (CW)**
Computerworld has an opportunity for an Account Executive in the Rochelle Park office. The primary goals of this position are prospecting, sales and service of accounts, both present and future, within the Southeast Territory as well as assisting the Sales Director in all activities involved in this process. The successful Account Executive will establish sales and service relationships with clients as well as influence media buyer/planner professionals at ad agencies and customer advertising specialists/managers. Candidates should possess knowledge of publishing, knowledge of Lotus Notes, Microsoft Office, including PowerPoint and have great attention to detail as well as the willingness and ability to attend to the administrative aspects of this job.
*Location: Rochelle Park, NJ*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Direct Marketing Manager (FCW)**
Fast-paced marketing department seeks direct marketing pro to support internal trade show and conference division. Ideal candidate will have a strong DM background across many disciplines (mail, fax, tel, web). Must have good written skills and a familiarity with database management. Knowledge of print production a plus. This is a hands on position for a detail-oriented project juggler.
*Location: Falls Church, VA*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

**Newsstand Sales Coordinator (IDG Games Media Group)**
The qualified candidate for IDG Games Media Group's Newsstand Sales Coordinator must be extremely organized and have good analytical and written skills; must be computer proficient with strong Word and Excel skills. Responsibilities include liaison with distributors for two consumer magazines in the gaming category. Duties will also include analysis of newsstand draw, sales, profitability and special promotions. Prepare weekly returns flow and monthly market share reports along with print order management. Spreadsheet management including budget forecasting and cost tracking. Excellent marketing skills, good follow-up and communication are all required. Must be a team player with a positive and energetic attitude. *Location: San Francisco, CA*
Contact: C. Aguilar, Fax: 415-267-1742, Phone: 415-974-7377, Email: carina_aguilar@idg.com

**Copy Editor (IDC)**
Primary responsibilities are copy editing of high-tech newsletters and reports. The copy editor edits text, checks calculations on tables and figures, and works closely with authors. The copy editor also writes document descriptions, summaries, and keywords. Strong editing and proofreading skills required. Knowledge of latest versions of Word and Excel required. Experience working with charts, graphs, and tabular data is essential, as are exhaustive attention to detail, the ability to keep many jobs moving at once, and strong communication skills. The ideal candidate will have two to four years editing experience in a high-volume environment. Bachelor's degree preferred. *Location: Framingham, MA*
Contact: A. Schneider, Fax: 508-935-4610, Phone: 508-935-4419, Email: idc_jobs@idc.com

**Financial Analyst (IDC)**
IDC's Finance Department seeks a Financial Analyst to join their team. This position will be responsible for reviewing customer contracts in IDC's Phoenix System, reconciling monthly bookings, and coordinating monthly upload of international sales. The candidate will also assist the Business Analyst with collection of monthly results and forecasts from IDC's overseas offices, along with the preparation and distribution of the monthly management report package. This individual will also work closely with the sales staff and management team to create and implement improvements to the current processes and systems. The ideal candidate will possess a Bachelor's degree with an emphasis in finance and two years of experience. Top-level spreadsheet, analytical skills, and excellent grasp of business concepts are preferred, along with the ability to work under deadline restrictions and should have tremendous accuracy and attention to detail skills. *Location: Framingham, MA*
Contact: D. Bernardi, Fax: 508-935-4610, Phone: 508-935-4361, Email: idc_jobs@idcresearch.com

**Eastern Regional Sales Manager (IDG Games Media Group)**
IDG Games Media Group has an opening for an Eastern Regional Sales Manager. In this key role, you will sell advertising space in PC Games and GamePro; work with established customers and develop new accounts; develop/deliver sales presentation to the Games community. The ideal candidate will have a proven track record of success in advertising sales and territory management; excellent interpersonal and written/verbal communication skills; and the ability to grow and excel in a competitive, deadline-driven environment. Travel required. Knowledge of the entertainment software market a plus. *Location: San Francisco, CA or Boston area*
Contact: C. Aguilar, Fax: 415-267-1742, Phone: 415-974-7377, Email: carina_aguilar@idg.com

**Single Copy Sales Coordinator (IDG Games Media Group)**
IDG Games Media Group / PC Games has an opening for a Single Copy Sales Coordinator. This position will manage Direct Billing, maintenance reporting, monthly single copy sales revenue, expense analysis, scheduling and print order regulation for PC Games. Ideal candidate will have prior single copy sales experience; must be proficient in Word and Excel; excellent organizational, interpersonal and communication skills (written and verbal); ability to multitask; database experience. *Location: San Francisco, CA*
Contact: C. Aguilar, Fax: 415-267-1742, Phone: 415-974-7377, Email: carina_aguilar@idg.com

**Human Resources Assistant (IDG)**
IDG's Human Resources Services Division seeks a Human Resources Assistant to assist in supporting a variety of IDG business units. Will handle a broad range of assignments including responding to employee inquiries (payroll, benefits, policy and procedure questions, etc), distribution and administration of business unit specific benefits, report writing, assist with recruitment process and employee relations, and special projects. The ideal candidate will possess 2 years HR experience, excellent organizational and interpersonal communication skills, and effective PC abilities (Excel, Word, PowerPoint). Strong customer service focus and detail orientation in fast paced environment required. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Executive Assistant (IDG.net)**
IDG.net is seeking a talented, energetic individual to support the General Manager of the IDG.net website. This support will include market research and analysis, presentation preparation, coordination of account files and invoicing, maintenance of press releases, and direct administrative support (such as meeting scheduling, travel arrangements, expense reporting), as well as general office management duties (supply ordering, equipment tracking). The ideal candidate will have the ability to work independently, extensive MAC or PC experience, and strong communication and interpersonal skills. Proficiency with the Internet, MS Office, Lotus Notes, and other software such as Reflection is helpful. *Location: San Francisco, CA*
Contact: L. Gerberg, Fax: 415-267-4558, Phone: 415-267-4505, Email: lilia_gerberg@idg.com

**Administrative Assistant (IDG/B)**
IDG Books is seeking an administrative assistant to support our Finance, Accounting and Technical Accounting groups. Responsibilities include coordination and tracking of department schedules, filing, general correspondence, production and distribution of monthly financial reports, data entry, and special projects. Must be a self-starter able to work independently with strong project management skills. The candidate must be a bright, enthusiastic team player who has the ability to multi-task in a fast-paced high pressure environment . Strong PC skills (Word, Excel and PowerPoint) and 2+ years of related experience.
*Location: Foster City, CA*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

**Subsidiary Rights Assistant (IDG/B)**
Providing support for the Subsidiary Rights Department, the ideal candidate should have outstanding project management skills, pay strong attention to detail, and be able to work independently. You will provide review material, marketing and publication information to translation partners and book clubs, prepare sales materials, and assist managers as needed. Minimum 1 year clerical experience, interest in international business, and proficiency in MS Word, Excel, and FileMaker Pro required. Multilingual a plus.
*Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Staff Accountant (IDG/CMC)**
The IDG Conference Management Company seeks a staff accountant reporting to the VP of Operations & Finance. The position is responsible for day-to-day accounting in this newly-created business unit working with an array of vendors and customers. Responsibilities include receivables/payables accounting, general bookkeeping, and vendor interaction. The ideal candidate will have a bachelors degree in accounting, 3-4 years of related work experience, a thorough understanding of standard accounting practices, and be highly skilled in advanced use of Excel. The ability to multi-task in a fast-paced, deadline driven environment, exceptional communications skills, high personal integrity, dedication to clients, and a commitment to a collaborative work environment a must. *Location: San Mateo, CA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**VP Operations and Finance (IDG/CMC)**
The IDG Conference Management Company seeks a strong and successful operations and finance manager. The successful candidate for this critical position will have exceptional skills in managing all aspects of the company's financial functions including: budgeting, accounting, forecasting, internal reporting, accounts receivable, sales compensation accounting and multiple product P&L management. The position reports to the unit President and will work closely with the President to create and implement appropriate accounting systems and tools, as well as control measures in a newly developed business unit. Candidates must have a minimum of 10 years finance management experience, strong business acumen, operational leadership skills, and accounting experience within a $20 million or larger company. Knowledge of IDG's financial systems is ideal. Exceptional communication skills, high personal integrity, dedication to clients, and a commitment to a collaborative work environment required. *Location: San Mateo, CA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Office Services Coordinator (IFW)**
Responsibilities include sorting and distributing mail, FedEx, UPS and other inbound material, shipping and receiving, moving furniture, setup and maintenance of conference rooms, switchboard backup and other duties as assigned. Candidate must be detail oriented, well organized and possess excellent communication skills. Experience in mailroom, shipping/receiving environment desired. Ability to lift 50 pounds and maneuver 150 pounds required. *Location: San Mateo, CA*
Contact: C. Neumann, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

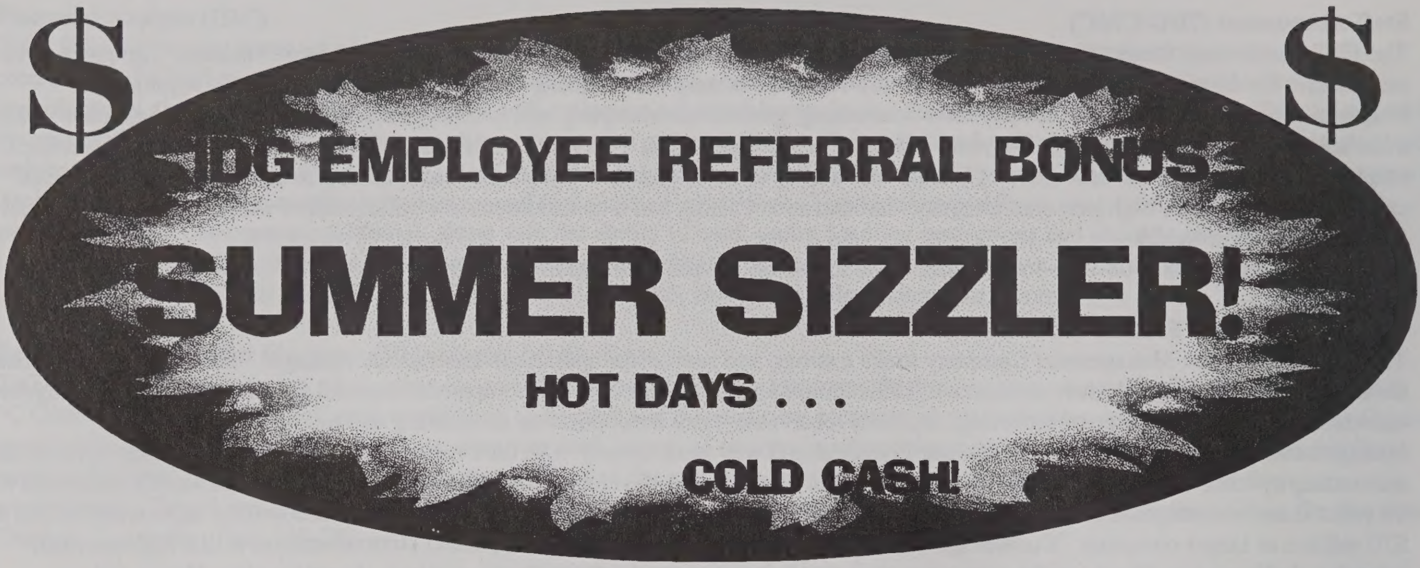
**Sales Associate (IFW)**
InfoWorld is seeking a Sales Associate who will provide support in our Bellevue, WA office for a District Sales Manager. The Sales Associate will maintain sales/prospect databases, analysis on the competition, provide strong customer service to clients, prepare presentations, and assist the District Sales Manager. In this fast paced competitive environment, an ability to work independently as well as part of a team are important. Must be detail oriented and organized. Computer skills: Lotus Notes, Word, Excel, and Powerpoint are necessary. *Location: Bellevue, WA*
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: resumes@infoworld.com

**Features Editor (CIO)**
The individual in this position will be responsible for editing copy for content, organization, clarity, and completeness. The Features Editor will work closely with in-house and freelance writers on story development, direction, and focus; assist in the idea-generation process; and write occasional short items. Three years of feature editing experience is required. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Publisher (IS)**
The Industry Standard is growing rapidly, and is looking for a Publisher as versatile as the markets covered by this exciting new magazine. The Publisher will report directly to the President of Internet Industry Publishing, parent to The Industry Standard magazine and website. The ideal candidate has broad sales, marketing and publishing experience across many market categories, including technology, professional services, consumer, business-to-business, and online. All sales, marketing and research functions will report to the Publisher, who will have overall responsibility for setting strategy, determining appropriate resources, and hiring additional sales and marketing staff. As a member of Internet Industry Publishing's executive committee, the Publisher will also have a strong role in forming and executing going forward plans for not only the magazine and website, but future businesses as well. Proven ability to lead and motivate teams required, and a strong understanding of circulation, production, and editorial preferred. *Location: San Francisco, CA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Places to find a complete listing of job opportunities across IDG:

- Lotus Notes – Job Opportunities Database
- IDG Central – http://idgcentral.com
- IDG Web Site – http://www.idg.com
- Job Hotline – MA: 508-935-4406
- The World Update on the last Monday of every month.



# $ IDG EMPLOYEE REFERRAL BONUS $

# SUMMER SIZZLER!

## HOT DAYS . . .

## COLD CASH!

## YOU GET

$1,000 for each referral that results in a regular full-time or part-time hire within participating divisions. $500 for casual part-time referrals working a minimum of 20 hours. With 2 successful referrals, you'll be entered into the year-end drawing for the following: **Grand Prize – $2,000 Runner-Up – $1,500**

## RULES

- You may be an employee of any IDG Division to participate; however, you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date for that specific position will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision
- All resumes and forms must be received by Human Resources between July 1, 1998 and September 30, 1998

Date:______________________________

Applicant's Name:______________________________

Position Referred to:______________________________

Company Name:______________________________

Referred by: (Employee Name)____________________

Company Name:______________________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager

**FOR HUMAN RESOURCES USE ONLY**

Employee Receiving Bonus:____________________

Company Name:______________________________

Referred Employee:______________________________

Company Name:______________________________

Date of Hire:______________________________

Ninety Day Date:______________________________

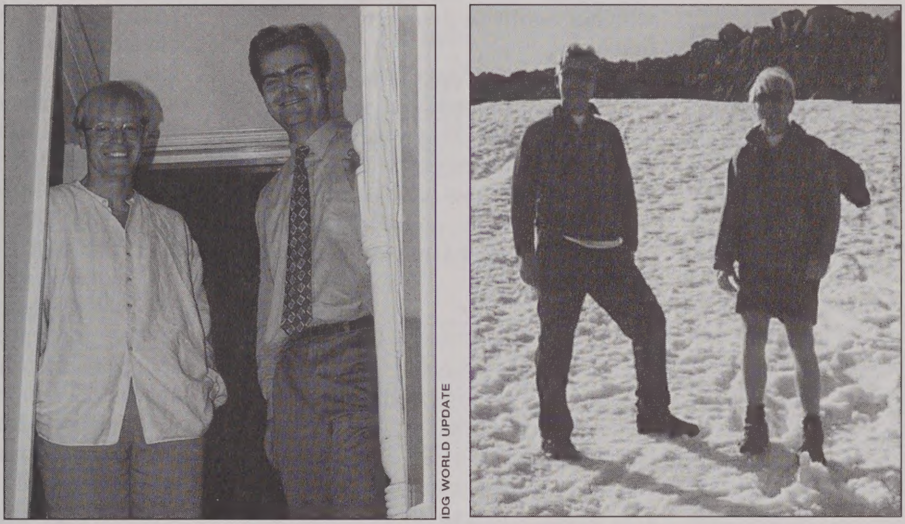
Charged to BU/Department# ____________________

H.R. Signature:______________________________

Bonus check to be given to:____________________

Bonus Amount: **$500 $1,000**

# IDC U.K. Duo Speed Climbs Three Peaks for Charity



IDG WORLD UPDATE

**(LEDT PHOTO):** *At IDC U.K.,* ***Peter Lemon*** *(left) is the research analyst for the European Commercial Systems & Servers group, and* ***Ian Darbyshire*** *is the program manager for the Europe, Middle East and Africa Reserach Organization.* **(RIGHT PHOTO):** *On Scotland's Ben Nevis during the Three Peaks Challenge, the two were climbers extraordinaire.*

Last month, two employees from IDC U.K. put on their climbing boots and took the notion of fundraising to new heights — literally. **Peter Lemon** and **Ian Darbyshire** scaled the three highest peaks in the U.K. in less than 24 hours to raise money for Shelter, a London-based organization that assists homeless people.

Peter knew about the Three Peaks Challenge from some doctor friends of his who had done it before, and he persuaded Ian to be his accomplice. The two concocted their own informal training regimen: running three to five miles three times a week, biking to work (20 miles round-trip) and playing football on the fabled IDC U.K. squad that beat Dataquest in a match this spring (see *IDG World Update*, June 1, p. 7).

The challenge began June 13 at 6:10 a.m. at snow-capped Ben Nevis in Scotland (4,406 ft/1343m) in glorious weather (very unusual for Scotland). A six-hour drive later, Peter and Ian ascended Scafell Pike (3,210 ft./978m) in England's Lake District. Halfway up, heavy clouds rolled in.

"That was our most stressful moment, when it wasn't always obvious which way was up, but we managed to find the peak, and then the descent was very slippery," Peter recalled.

Leaving the second peak just before sunset, the pair set off for the five hour drive to Mt. Snowdon (3560 ft./1085m) in North Wales. By the time they started the climb at 1:30 a.m. it was pouring rain and the path was barely visible. They reached the summit at 4:15 a.m. and then had to push themselves to do the descent in less than two hours. "By this point we were quite exhausted but were determined to do it, as there was a lot of sponsorship money riding on it!" Ian said.

The two finished the challenge within the 24-hour time limit at 5:45 a.m. Even though they didn't treat the event as a race, as some teams did, Ian and Peter were pleasantly surprised to find that their good fitness and navigation skills enabled them to finish ahead of some of the teams that were aiming to win.

"I'm not saying we weren't knackered by the end of the last descent, but what surprised us was the mental exhaustion," Peter said. Unlike most teams that had a dedicated driver, Peter and Ian shared the driving and found it particularly hard to stay awake on the last leg while threading their way through twisting country roads. And, after just a two-hour rest after the last peak, the two had to drive 200 miles back to London.

Thanks to the generosity of their IDC colleagues and other friends, Peter and Ian raised more than $1,500 for Shelter (http://www.shelter.org.uk).

Anyone interested in contributing to Shelter can contact Peter at plemon@idc.com or make checks or money orders payble to Shelter and send them to Shelter, 88 Old Street, London, EC1V 9HU.

## TELEPHONE CHANGES IN HUNGARY

**Hungary has switched to a new system in which the 1 following the country and city codes has been changed to a 3. Some new IDG Hungary numbers:**

| | |
|---|---|
| **Main telephone:** | **+361-214-95-12** |
| **Fax #:** | **+361-356-97-73** |
| **Istvan Biro, managing director** | **+361-356-25-82** |
| **CW-Szamitastechnika** | **+361-356-03-37** |
| **PC World** | **+361-356-29-67** |
| **PC-X** | **+361-212-03-97** |
| **Sales Department** | **+361-375-01-91** |

## TELEPHONE CHANGES IN ITALY

**Telephone numbers in Italy have changed to a new system, with the addition of a 0 before the city code.**

**IDG Italy can now be reached at:**

**Tel: +39-02-580381**
**Fax: +39-02-58013432**
**+39-02-58011670**

## NOTEWORTHY

### PROMOTIONS

DEUTSCH

IDC's **Michael Deutsch** has been promoted from vice president to group vice president of the Strategic Accounts Group. "As the leader of the Strategic Accounts Group, Michael has helped IDC grow by aggressively penetrating our high-potential Strategic Accounts, as well as by expanding IDC's presence in the important emerging IT and communications companies," said Group Vice President of Sales **Donald Best**. "Michael continues to insure that the Strategic Accounts Group achieves its plans, and he acts as a coach and mentor to employees. He is an active and effective IDC advocate to customers, and he is a tireless, results-oriented member of the senior sales management team. In short, Michael has consistently provided high value to IDC, its employees, and customers through his energetic, effective, results-oriented performance."

HWANG

**Diana Hwang** moves up the IDC ladder from senior research analyst/Smart Handheld Devices to research manager of the same division. "Diana's dedication, focus on quality research and strong work ethics were a major factor in the financial turnaround of Smart Handheld Devices," said Program Director **Randy Giusto**. "Diana has been instrumental in bringing in new clients and continues to help boost renewal amounts to new levels. Diana has truly become the Handheld expert here at IDC, and she can tell you things like 1.5% of handheld users surveyed this year said they would like to use their handheld device in the bathroom, while 2.5% would like to use it in church."

### NEW EMPLOYEES

**Betty Busby** joins IDG Books' Indianapolis office as a customer service representative. Her previous job was with Kittle's furniture firm, where she was the assistant office manager and trained and supervised a staff of 14. In her free time she enjoys camping and spending time with her family in their newly purchased first home.

New to IDG Books' Foster City, Calif., office is International Sales Manager **Karen Bresnan**. Previously an international rights manager with Macmillan Publishing, she now handles export sales. She holds an M.A. in international business from Webster University in Geneva, Switzerland.

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The U.K.'s *PC Advisor* has hired **Iain Thomson** as reviews editor. Recently an editor with *Aviation Informatics* in North London, he holds a degree in politics and sociology from Exeter University and enjoys skiing, Chinese cooking and browsing through bookshops.

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IDC Framingham has hired six new staff members. **Mary Jennifer Costulas** is a desktop publisher in its Consulting division. She held a similar position (actually "desktop publishing goddess," she claims) in Dataquest's Services division production department. She has a B.A. in government and psychology from Wheaton College and enjoys ice skating and travel.

**Claudio Checchia** as a senior analyst in the worldwide peripherals tracking program. He comes from a similar position at Context, a London-based market research firm where he was responsible for the launch of a sales tracking service for PCs and printers in Italian distribution channels. He holds a B.A. in translation science from Italy's University of Trieste and an M.A. in contemporary Russian politics from the University of London. He lists scuba diving, skiing and gourmet cooking among his interests and considers "tearing myself away from Europe to live in the U.S." his most recent accomplishment.

Also new to IDC is Worldwide Services Research Group Senior Research Analyst **Katrina Menzigian**. Previously an independent business consulting contractor, she earned a B.A. in English and mass communications from the University of California/Berkeley and an M.A. in international affairs from The Fletcher School at Tufts University in Medford, Mass. She likes to cook, read and work out at the gym.

**John Dukes** comes to IDC as an inquiry analyst from Concentra Corp. where he was a technical account manager. He has a B.S. with a concentration in marketing from Framingham (Mass.) State College and recently completed (at night) an M.B.A. program specializing in strategic marketing at Boston's Suffolk University. Outside the office he enjoys travel and sports, especially pool.

Previously a vendor correspondent at B.J.'s Wholesale, **Stephanie Burke** is now an accounting clerk at IDC. When not wrestling with spreadsheets she enjoys outdoor sports, reading and movies.

**Cynthia Murphy** is IDC's latest outsourcing senior analyst. A recent recipient of an MBA from Babson College in Wellesley, Mass. she has also been an account representative in the corporate finance department of ProMutual, a Boston-based insurance company. She likes to rollerblade, read and spend time with her family and friends.

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MOCTAR

**Stacie Moctar** joins *Federal Computer Week* as financial analyst charged with monthly financial reporting, forecasting and analysis. Previously finance manager with the National Restaurant Association, she has studied finance at New York University. Outside the office she plays tennis, works on her first book and is in the process of adopting her nephew.

### TRANSFERS

After working as a mailroom clerk for IDC, **Michael Barbato** moves to *CIO* as an executive programs coordinator, charged with coordinating conference materials and executive programs, handling database entries and inventory control. He continues his studies in engineering at Northeastern University and his work as the president of a mutal benefit society.

*Business units worldwide — subsidiaries and licensees alike — may send Noteworthy news to world_update@idg.com.*

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**TWELVE YEARS**
Wally Clegg - Publish

**ELEVEN YEARS**
Karin Reitberger - IDG Germany

**TEN YEARS**
Judy Callahan - IDG
Tammy Torp - PC World

**EIGHT YEARS**
Hanim Akyuz - IDG Turkey
Wally Palmer - InfoWorld

**SEVEN YEARS**
Chris Keall - IDG New Zealand
Ai Swanner Fujinari - IDG Japan

**SIX YEARS**
Naoko Kanda - IDG Japan

**FIVE YEARS**
Steve LeCompte - FCW Gov't Tech. Group
Quan Zhou - IDG Asia

**FOUR YEARS**
Jeff Bodenmann - IMS
Francine Gay - Computerworld

**THREE YEARS**
Oktay Ozger - IDG Turkey
Lorraine Rivell - IDG
Kelly Ewing - IDG Books
Jackie Pennywell - IDG Books
Regina Snyder - IDG Books

**TWO YEARS**
William Ginchereau - InfoWorld
William Regan - IDG
James Burgoyne - CIO
Laurel Heske - IDC
Amy Ng - PC World
Jim Schmith - IDG Books
Chris Perrine - IDC Singapore
May Loo - IDG World Expo/Singapore
Rita Goh - IDG World Expo/Singapore

**ONE YEAR**
Steven Reddington - IDG New Zealand
Joel Scambray - InfoWorld
Blaise Zerega - InfoWorld
Elizabeth Tyle - IDG List Services
James Frazer - FCW Gov't Tech. Group
Diane Gittlen - IDC
Harriet Newman - PC World
Matthew McClure - IDG Books
Jim Doehrman - IDG Books
Lisa Coleman - IDG Books
Andrea Boucher - IDG Books
Michelle Croninger - IDG Books
Janet Withers - IDG Books
Kate Jackson - IDG Books
Susanne Agerer - IDG Germany

## POP QUIZ

**"YOUR COUNTRY'S TEAM IS IN THE WORLD CUP FINALS. IT'S 2-2 WITH TWO MINUTES LEFT, AND THE COACH CALLS ON YOU. WHAT DO YOU DO?"**

"I don't think I'd be in the first line, so I'd get the ball to the other side, to the goal, and let them deal with it."

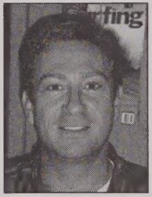
*- **Lars Egil Sætrang,** general manager, IDG Norway New Media*

"I'm ready. I could save my team's bacon!"

*- **Carol Ann Barrett,** assistant publisher, IDG Media UK, Leisure Division*

"Scrum down, use your tight five in the push, make sure your loosies get the ball clean away, push it out wide, and for God's sake, feed your backs!"

*- **Paul Brislen,** CW New Zealand reporter and rugby fan*



"You go out there and play!"

*- **Jeff Bareilles,** Publish sales associate*

"Go in! I expected the coach will call on me with two minutes left."

*- **D.H. Oh,** managing director, IDC Korea*

"I don't know what I'd do. But I do know this: Soccer mania: it's **FAN**-tastic!"

*- **Scott Magoon,** production and design editor, IDG News Service*

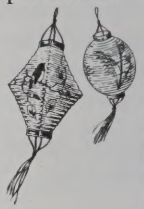
### And the next question is:

**"WEARABLE COMPUTERS ARE BECOMING REALITY. IF YOU COULD WEAR ONE, WHAT WOULD IT LOOK LIKE AND WHAT WOULD YOU USE IT FOR?"**

*"Pop Quiz" is a new, periodic feature. Send your responses to this question to world_update@idg.com by Aug.18.*

## HAIKU CONTEST

In May we challenged World Update readers to put their poetic powers to the test and craft an IT-related haiku. The response was tremendous and a sampling is printed below for your enjoyment. Special congratulations go to **Peter Kane**, **Tammy Castleman** and **Bronwen Cleary,** whose creations garnered the greatest number of votes in an office poll. Each will receive a t-shirt sporting an original Rich Tennant cartoon (but no poetry!) What can we say except:



*Who would have thunk it*
*Poets in cubicles hide*
*Better keep day jobs*

The earth spins under
Night's tranquil starry sky
Your hard disk does not
- ***Peter Kane**, IDG New Zealand*

Have you seen the cat?
I'm a bit suspicious 'cause
I can't find my mouse
- ***Tammy Castleman**, IDG Books*

Your screen is changeless
as the mountains in winter
and just as frozen
- ***Bronwen Cleary**, IDC Irvine*

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Incorrect password
has it floated from your mind
again like snowflakes
- ***Richard Brewer**, IDC*

PCs rule, they said
My Mac from my dead hands pried
Now I use a quill
- ***Rob Springer**, IDG Books*

A bit is little
A byte is a bit bigger
Take a megabyte
- ***Kevin Burns**, IDG*

What a wondrous trip
the Internet takes me on
until "file not found"
- ***Dee Clark**, IDC*

Are you sure you want
to delete your disk drive?
You toss out too much
- ***Jamie Eckle**, Computerworld*

I seldom back up.
A GPF means failure
and it is too late.
- ***Nancy Newkirk**, IDG*

Server crash again
because you are downloading
more junk from the 'net
- ***Catherine Capati**, IMS*

Yesterday's best work
frozen in time forever.
Your new screen saver
- ***Dwight Ramsey**, IDG Books*

Bill Gates and Netscape
The info superhighway
Traffic jam ahead
- ***Russ Flett**, ExecuTrain*

Oh, untimely death!
My Mac refuses to smile
Sadness overwhelms
- ***Dan Amrich**, IDG Games*
*Media Group*

Sure, blame the OS.
Get IS to upgrade you
RAM is cheap these days
- ***Andy Eddy**, Network World*

Your hard drive has died
all of your data is now lost
want to go home now?
- ***Merrill Walsh**, IDC*

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 75 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 30

July 27, 1998

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PAGE 2

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PAGE 4

**THE TRUTH WILL OUT: IDG'S STRENGTH SHOWS IN IT PUBLISHER COMPARISON CHART**
PAGE 5

# IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

## IDC Readies First Internet Executive Forum

With over two months to go, IDC is already expecting 250 attendees at its newest conference, the Internet Executive Forum: Prospering in the New Internet Economy. The conference, scheduled for Sept. 15 and 16 in San Jose, Calif., is designed for executives whose firms are moving from traditional market methods to new virtual and online opportunities.

**Frank Gens**, IDC's senior vice president of Internet research, said he defines an Internet executive as someone "responsible for developing and implementing profitable Internet-related strategies, such as e-commerce solutions, Web branding techniques, channel support methods and intranet/extranet tactics." The audience for the forum is expected to include marketing, research and development executives from industry start-ups; CIOs; venture capitalists and investment bankers; system integrators; and Internet service provider executives, among others.

Featured speakers and panelists will include Michael Dertouzos, director, MIT Laboratory for Computer Science; Tom Evans, president and CEO, GeoCities; **John Gantz**, IDC senior

• CONTINUED PAGE 7 •

## IDG Publishing Institutes Span Continents and Oceans

IDG WORLD UPDATE

**EPI PARTICIPANTS AND SEVERAL PRESENTERS GATHER FOR A CLASS PHOTO: (TOP):** ***Ralph Peter Rauchfuss***, *presenter;* ***Paolo Galvani***, *PC World Italia;* ***Gregg Bolton***, *IDG U.K.;* ***Jan Bernd-Meyer***, *Computerwoche;* ***Simon Jary***, *Macworld, Digit;* ***Stephan Scherzer***, *presenter;* ***Sung Chik***, *IDG U.K.;* ***Tom Mathews***, *IDG HR. (Middle):* ***Staffan Saeden***, *IDG Sweden;* ***Ida Andersson***, *CAP&Design, Sweden;* ***Anne Ridyard***, *Macworld U.K.;* ***Daniela Pedrini***, *PC World and Macworld Italia;* ***Nelly Vacheva***, *PCW Bulgaria;* ***Molly Higgins***, *IDG HR. (Front):* ***Nenad Cetkovic***, *Info PC, France;* ***Paul Rico Teixeira***, *InfoWorld and Computer Partner, Netherlands;* ***Karen Blythe***, *IMS,U.K.;* ***Louise Elliker***, *IMS,U.K.;* ***Carol Ann Barrett***, *Playstation Pro (U.K.);* ***Loreto Power-Feitz***, *Computerwoche;* ***Anca Crahmaliuc***, *PCW Romania. (Absent):* ***Zoltan Meixner*** *and* ***Andrea Sziebig***, *IDG Hungary.*

Where does the Danube meet the Pacific? Only at IDG's U.S. and European Publishing Institutes, which this year were held in Half Moon Bay, Calif., in May and Budapest, Hungary, in June.

The goals of the three-day programs are to increase the participants' understanding of publishing at IDG from a whole business perspective. The programs serve  as both a learning opportunity and a way to recognize excellence in IDG's star performers.

According to IDG Training Manager **Julie Lynch**, a post-institute survey of USPI participants indicated a 28% increase in their understanding of publishing at IDG.

• CONTINUED PAGE 2 •

## PUBLISHING

*continued from page 1*

"I have gained more experience in these three days than I would in a normal working month," said **Ida Andersson**, editor-in-chief of *CAP&Design* in Sweden, who attended EPI.

Speakers at both programs covered every facet of publishing at IDG. In California, **Steve Pelosi**, manager of financial reporting and budgeting at IDG, discussed finance and business management; *InfoWorld* Vice President/Associate Publisher **Phil Branon** spoke about ad sales, while *IW* Vice President **Barbara Ruffner** covered circulation; Web Publishing President **Michael McCarthy** explained online publishing; and IDC Vice President **Chris Yalonis** examined IDC's research.

### European experts

In Hungary, the same topics were covered by European IDG experts, with **Nicklas Mattson**, editor-in-chief of Sweden's *Internet World*, discussing Editorial; *PC Welt* Editor-in-Chief **Dr. Michael Klein** on Editorial Research; **Andy Hart**, senior vice president IMS/EMEA on Marketing/Branding (see sidebar); and **Ralph Peter Rauchfuss**, managing director of *Computerwoche*, and *GameStar* and *MacWelt* Publisher **Stephan Scherzer** discussing the roles of the General Manager and Publisher, respectively.

About 30 IDG employees are nominated for each session. Up to two from each business unit are accepted, depending on the space available. Twenty to 22 nominees are accepted for each session.

### Nominations needed

Every business unit president and country manager receives an invitation to submit nominees. The USPI is usually held on the West Coast in the spring and the East in the fall. All the regional PIs are open to all business units worldwide, regardless of location.

Notices asking business units for nominations for the next USPI (Oct. 26-28 in Tyngsboro, Mass.,) have just been sent out. The next EPI will likely be held next June.

For more information on EPI or the USPI, contact Julie Lynch at julie_lynch@idg.com.

**USPI'S JUNE 1998 CLASS.** *(Top):* ***Marks Crafts****, IDG.net;* ***Sandy Rodrigues****, PC Games;* ***Bill Horan****, GamePro;* ***Luis Camus****, PC World;* ***John Jones****, Network World Canada;* ***Ron Milton****, Internet Commerce Expo;* ***Jim Barrett****, CIO;* ***Ron Hall****, Computerworld;* ***Barry Sanders****, IDG Australia. (Middle):* ***Frank Hayes****, Computerworld;* ***Mary Boston****, InfoWorld;* ***Jackie Nakano****, IMS;* ***Catey DeBalko****, Channel Services Group;* ***Amy Schurr****, Networld World;* ***Mieko Nishi****, Computerworld Today, Japan;* ***Michael Thomas****, InfoWorld Electric;* ***Cheryl Stephenson****, PC World. (Bottom):* ***Mary Jo Porcello****, IDG;* ***Terrehon Bowden****, Web Publishing;* ***Kay Murray****, Federal Computer Week;* ***Jill Steinberg****, JavaWorld;* ***Melanie Edwards****, IMS.*

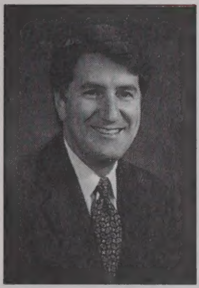
## TO MARKET, TO MARKET...

**IMS Marketing Services Senior Vice President Andy Hart shared this list at the European Publishing Institute in Budapest:**

**TRICKS OF MARKETING**

- **It's better to be first than it is to be better.**
- **If you can't be first in a category, set up a new category you can be first in.**
- **It's better to be first in the mind than to be first in the marketplace.**
- **Marketing is not a battle of products, it's a battle of perceptions.**
- **The most powerful concept is owning a word in the prospect's mind.**
- **Two companies cannot own the same word in a prospect's mind.**
- **The strategy to use depends on which rung you occupy on the ladder.**
- **In the long run, every market becomes a two-horse race.**
- **Over time, a category will divide and become two or more categories.**
- **Marketing effects take place over an extended period of time.**
- **There's an irresistible pressure to extend the equity of a brand.**
- **You have to give up something in order to get something.**
- **For every attribute there is an opposite, effective attribute.**
- **When you admit a negative, the prospect will give you a positive.**
- **In each situation, only one move will produce substantial results.**
- **Unless you write your competitor's plans, you can't predict the future.**
- **Success often leads to arrogance and arrogance to failure.**
- **Failure is to be expected and accepted.**
- **The situation is often the opposite of the way it appears in the press.**
- **Successful program are not built on fads, they're built on trends.**
- **Without adequate funding an idea won't get off the ground.**

# ON LINE



**KELLY CONLIN**

*The president of IDG is this week's columnist.*

**Q For the past few years IDG has produced a series of research reports under the *Buying IT in the '90s* umbrella. Are there more products planned in this series? How do you measure the benefits these reports bring to IDG?**

**A** The *Buying IT in the '90s* research series is an important tool that helps IDG gain access to the most senior client decision-makers. It also helps us influence how they think about their marketing efforts. Having the industry's most complete knowledge of the purchase process for information technology in important markets around the world enables IDG to be an active participant in discussions about which buyers they target and how they use media.

For example, by presenting a compelling case for the collaborative buying process, we are able to argue against over-investment in broadcast media or business publications. It is an important bridge between the market research done by IDC and the readership information provided by syndicated research and publications' own research.

The next installment in this series, available in the fall, will be designed to demonstrate to clients how to measure their return on investment in marketing. This is a central issue for marcomm directors and agencies that must request marketing budgets as well as for senior client decision-makers who must approve them.

We will also create tools that will demonstrate that investment in the computer press is the most efficient way to build sales for IT products. Having this information enables us to grow the client's investment in the computer press generally and IDG specifically.

> *One of IDG's corporate marketing objectives has been to develop much stronger relationships with client-side marketing executives.*

For more information on the *Buying IT* reports contact the IMS Marketing Group in San Francisco at tel: 415-676-3000.

**What role does IDG play in the High Tech Marketing Boot Camp that's promoted on the IDG.com site and what do we gain from participating? Is this the first year we've been involved in it?**

One of IDG's corporate marketing objectives has been to develop much stronger relationships with client-side marketing executives (i.e., the marketing staff of IBM, Dell and other vendors). These are often the people who are our strongest allies in making the case for a strong presence in the computer press rather than television or the business media. Our relationship with the High Tech Marketing Bootcamp is a strategy that is helping us achieve that objective.

The session is run by John Ellet, who has held senior marketing positions with IBM, Dell, Power Computing and Toshiba. It attracts an audience of mid-level client marketing managers who are taking on broader roles within their companies.

Our sponsorship is really a co-marketing agreement that provides us with access to this audience, enables us to influence the way that marketing issues are presented, and allows to speak directly to them on major marketing issues.

**If the answer to any of the questions below is "yes," the *IDG World Update* editors want to know!**

**Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? (Questions will be sent anonymously.)**

**Do you have a story idea for *IDG World Update*?**

**Do you have a comment about something you liked — or didn't like — in this newsletter?**

## IDG WORLD UPDATE NEEDS YOU!

***Use this space to send in questions, comments and story ideas:***

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***Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.***

# IDC Selects FY98 Q3 Excellence Award Winners

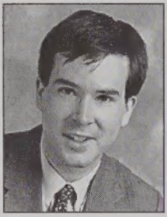
*IDC recognized seven exceptional employees last month during awards presentations in Framingham, Mass., and Mountain View, Calif. The six winners of the IDC Excellence Awards for the third quarter were honored for outstanding performance and service. IDC employees in the U.S. nominate their peers' work and contributions to IDC, and winners are chosen by a five-member committee. Edited text from the awards presentations follow:*

## RESEARCH AND CONSULTING

*Business Development*

**Justin Smith**, Senior Research Analyst, LAN group

During the last seven months Justin has worked with the sales force, analysts in Asia Pacific and Europe, consulting staff and clients to close and deliver research for more than $500,000 in three quarterly tracking projects. He has consistently overwhelmed clients with the depth of his understanding of their markets and the issues that drive their business. In doing so he has developed strong and repeat business with key networking clients.

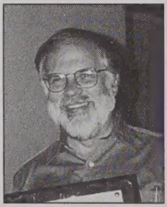


SMITH

*Product Quality*

**Robert Gray**, Research Manager, Storage

Robert has delivered consistently high-quality research on network storage issues that result in frequent press coverage, customer praise and widespread respect for IDC's Storage System research. Network-attached storage and storage opportunities from Internet caching have been his specialties. Robert is very much on the cutting edge and has found the time to enter into new research areas.



GRAY

*Product Quality*

**Mary Wardley**, Manager, PC and Consumer Applications

Mary single-handedly manages two programs in the software group: Productivity Applications and Consumer Applications. In addition to managing the P&L, and directly servicing clients with minimal assistance, she completed her research goals for the two programs. Furthermore, the research was rich in data and insightful analysis. In addition, Mary very diplomatically handled one of the most difficult vendor market share battles that IDC has been in the midst of — that between Symantec and McAfee.

June 5, 1998
$5,000.00
Five Thousand-------00/100 Dollars
IDC

**CHECK IT OUT!** *IDC President **Kirk Campbell** presents **Mary Wardley** with the Timeliness Incentive grand prize.*

In addition to winning an Excellence Award for Product Quality, Mary was also the grand prize winner of the Timeliness Incentive drawing. As part of the FY98 Research Bonus Plan, all IDC analysts who completed their Review and Forecast by May 1 had two opportunities to earn an extra bonus. First, each research group was allotted a specific number of awards to be distributed at the discretion of the senior vice presidents. Second, each person who met the May 1 deadline was eligible for the grand prize raffle.

## SALES

*Customer Service*

**Lisa McCoy**, Client Services Representative, Strategic Accounts

In her short time at IDC, Lisa has shown her incredible customer service skills. Remarkably, within her first few days here, Lisa completely grasped IDC and our 100-plus services. She can practically place every one of our 300-plus analysts with the service they belong to and can walk a client through the set-up of their IDCNet account as if she has been doing it for years. A number of clients have sent letters to IDC about Lisa's quick turnaround of requests and friendly manner.

McCOY

## OPERATIONS/ADMINISTRATION

*Teamwork*

**Hillary DeMello**, Manager of Corporate Communications

Since January, Hillary has added another significant function to her original public relations duties: telebriefing coordinator. Every week, she manages the entire telebriefing process. To date, nearly 2,500 customers have listened in on one of IDC's weekly telebriefings. And thanks to her management skills, they're considered a huge success by sales and a critical part of IDC's value proposition by customers. Her weekly activities run the gamut from developing the schedule, generating the invitations, moderating the telebriefing and overseeing the posting of presentations and audio files to IDC's Web site.

DeMELLO

*Customer Service*

**Robin Green**, Group Operations Manager, IS

Robin has taken on responsibility for ensuring all help desk and IS service is performed professionally and courteously. She is always willing to take on responsibilities and tasks that serve IDC. Robin has been responsible for all new equipment, asset management, purchasing, outside support relationships, service level agreements with other departments

CONTINUED NEXT PAGE

# *Job Opportunities - July 27, 1998*

**Public Relations Director (IDG/CSC)**
The Corporate Support Center is seeking a hands-on Public Relations Director to manage IDG's corporate public relations program with specific focus on development and execution of press releases, background briefing documents and media relations. Several years public relations experience in agency and corporate setting and excellent written and verbal communication skills required. *Location: Boston, MA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

**VP Sales (CHSG)**
The Vice President of sales for this young, start-up channel publication will be responsible for the overall strategic sales direction, maximizing national advertising sales and market share growth. This position will work closely with the President and key executive staff members of the business unit to create and implement the business plan and strategy. Experience in and an in depth knowledge of leading and energizing a national sales team, working with the Publisher in setting and executing sales strategies efforts, and building key customer relationships in the enterprise reseller marketplace is essential. The candidate must have strong leadership and teamwork skills to work with all business units associated with this publication. Extensive travel required. *Location: Framingham, MA or San Mateo, CA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Senior Writer (CW)**
Mobile computing/wireless beat, which includes virtual office and user/telecommuter issues with technology and business angles; laptop hardware, software and IT issues. Also includes help desk and sales force automation software and related issues coverage. This is a senior writer level position, requiring at least two years of professional journalism experience and knowledge of the computer industry. *Location: San Mateo, CA*
Contact: P. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@cw.com

**Eastern Regional Director, Custom Publishing (CW)**
Computerworld is looking for a sales professional to work in tandem with regional sales teams to develop and sell "custom" publication programs and sponsorships. The ideal candidate will have had experience in selling through marketing programs and marketing concepts to high level sales and marketing managers in leading high technology companies. This person should posses a understanding of the process of publishing large multi level programs. Candidates should posses 5+ years of experience in a publishing sales environment.
*Location: Framingham, MA or Rochelle Park, NJ*
Contact: P. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@cw.com

**Senior Human Resources Representative (IDC)**
International Data Corporation is looking for a Senior Human Resources Representative with at least 5 plus years of HR experience to work with a dynamic team of HR professionals as a HR generalist. This role will support a client base of 135 employees; which includes the management of employee relations issues, organizational development and recruiting. This position will have a special emphasis on Compensation planning and design and thus requires past compensation expertise. To qualify candidate must have prior experience handling all areas of HR as well as experience managing client group(s), recruiting and handling employee relations issues. Additional responsibilities include end of the month reporting, HR metrics, examination of virtual office/ flexible work issues and all types of employee leaves (STD/LTD).
*Location: Framingham, MA*
Contact: D. Bernardi, Fax: 508-935-4610, Phone: 508-935-4361, Email: idc_jobs@idcresearch.com

**Senior Research Analyst, Consumer Devices (IDC)**
The Senior Research Analyst for IDC's Consumer Devices research service will be responsible for leading up IDC's research into new digital consumer electronics products. Specific areas of coverage initially will be Digital TV, Gaming Consoles, On-Line Gaming, DVD Players, and PC/TVs. The position will entail full analyst responsibilities, including market analysis, report creating, customer inquiry support, consulting projects, business development, speaking engagements. As the program is growing rapidly, any candidate should be ready to assume rapidly expanding responsibilities. Solid analytical experience, demonstrated writing skills, and strong speaking skills are required. *Location: Mountain View, CA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

**Senior Research Analyst, Latin America Telecom (IDC)**
Senior Research Analyst is sought to create and develop IDC's Latin America research program and expertise center for Telecommunications. Telecom experience a must. Candidate must have strong Excel skills and well proven English writing skills. Latin America market knowledge and experience required. Fluency in either Spanish or Portuguese preferred. Candidate will work closely with IDC analysts at the region and country level and will also interface with IDC's WW Telecom team. *Location: Mountain View, CA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

**Business Development Manager, Worldwide PC Market Tracker (IDC)**
The Business Development Manager for the Worldwide PC Market Tracker program will lead the sales, marketing, and account management efforts of one of IDC's largest research initiatives. With the primary focus of ensuring satisfaction/renewal of existing WW PC Market Tracker clients and developing new WW Tracker clients, the associate will also work to develop sales of regional and country PC Tracker programs worldwide. Extensive travel in the US is required, and at least quarterly international travel will also be required. Excellent sales, speaking, account management, and business management skills are required.
*Location: Mountain View, CA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

**Sr. Account Executive, Consulting Sales - Major Accounts (IDC)**
IDC is seeking a seasoned, experienced sales professional to become part of IDC's Consulting Major Accounts sales team. This Senior Account Executive position will be responsible for consulting sales for approximately ten of IDC's Global Major Accounts. Responsibilities include working in tandem with regional sales teams and consulting staff to develop and close consulting opportunities. Specific duties include: lead generation, qualification, proposal writing, and closing. Substantial high technology industry experience required and understanding of research methodologies a plus. This position is based at IDC/West in Mt. View, California, up to 40% overnight travel is required and reports to the Consulting Sales Director for Major Accounts.
*Location: Mountain View, CA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

**Senior Systems Administrator (IDC)**
As part of a team including systems administration and support, you will be responsible for insuring that IDC's systems infrastructure is robust, reliable and flexible. One of your primary responsibilities will be to be a key contributor in the design, implementation and support for IDC's domestic and global network environment. Knowledge of InterNetWare, general systems management, data communications, and remote access technologies is critical. A thorough understanding of complex systems environments is essential. Experience with Windows NT, Lotus Notes, and Oracle are pluses. You will be expected to become conversant with all areas of IDC's systems infrastructure. Strong communication and documentation skills are expected. Limited off-hours and weekend work will be required. A customer service attitude is essential. Should be a strong champion of technology. Experience required includes: 5-7 years of systems related positions with at least 3 years of network and systems administration in a complex, multi-server, multi-NOS environment.
*Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

**Sr. System Administrator (Application Services) (IDC)**
This position is an opportunity to let your talent as a system administrator have a direct impact on the corporate business. As part of a team including the desktop and support staff you will be responsible for insuring that IDC's Lotus Notes systems infrastructure is robust, reliable and flexible. You will have primary responsibility for the Lotus Notes environment. Thorough knowledge of all aspects of Notes network design and implementation including versions 3.x - 4.5 are required. Experience managing Notes networks in the 20-50 server range, running mission critical applications, with international distribution is necessary. Experience with subsidiary Notes products such as LN:DI, OCR, SMTP MTA, cc:Mail MTA, cc:Mail to Notes conversion, Notes based fax servers, etc. are strong pluses. Thorough knowledge of NT 4.0 required. Knowledge of networking protocols and experience with network, server, and application management tools is a plus. Knowledge of InterNetware is desirable. While the application server environment will be your area of primary responsibility, you will be expected to become conversant with all areas of IDC's systems infrastructure including the LAN/WAN, InterNetware, Oracle, etc. You will be expected to provide 1st tier and 2nd tier support to IDC's customers as needed. A willingness to participate in a rotating shift for on-call duty is required. Strong communication and documentation skills are expected. A customer service attitude is essential. Experience required includes: 5-7 years of systems related positions with at least 4 years of Lotus Notes administration in a complex, international, multi-server, multi-NOS environment. Some experience in Lotus Notes development helpful. Experience with system management tools. A BA/BS is required.
*Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

**Design/Production Intern (IDG Games Media Group)**
IDG Games Media Group / PC Games is looking for a Production/Design intern. This is a 15 to 20-hr./wk position and begins ASAP. The internship will initially last for three months with the potential for extensions. Responsibilities include assisting the Production and Art departments; dropping in and formatting text using style sheets in QuarkXpress; sorting the ad/edit film and working with the advertising coordinator; processing images and entering edits; special projects on an as-needed basis; filing. The ideal candidate will have a working knowledge of QuarkXpress, Adobe Photoshop, Illustrator; familiar with Macintosh computers; good organizational skills; detail-oriented; self-directed; a sharp eye. College publication experience, design background and a good understanding of grammar are all pluses. *Location: San Francisco, CA*
Contact: G. Orbegozo, Fax: 415-546-5225, Phone: 415-978-2284, Email: gorbegozo@pcgames.com

**Marketing Specialist (IDG Games Media Group)**
IDG Games Media Group (GamePro and PC Games) is seeking a Marketing Specialist with a "can do" approach. The Marketing Specialist will develop a marketing communications position that is clearly defined, measurable, and attractive in today's market to our customers, prospects, their agencies, and the publishing community through public relations, strategic marketing, strategic research, and forums/summits. The qualified candidate will have 5 years minimum experience in advertising or marketing, excellent organizational, interpersonal and communication skills, proficient in MS Office and at least 3 years supervisory experience. Gaming industry, publishing or electronic entertainment experience strongly preferred. Travel required.
*Location: San Francisco, CA*
Contact: C. Aguilar, Fax: 415-267-1742, Phone: 415-974-7377, Email: carina_aguilar@idg.com

**Associate Acquisitions Editor (IDG/B)**
The Associate Acquisitions Editor is a member of Dummies Trade Press and reports to the Executive Editor, Senior Executive Editor or Publisher. Position oversees all acquisition, research development, editorial, production, sales and marketing activities pertinent to revisions and relevant product. *Location: Indianapolis, IN*
Contact: S. Hopson, Fax: 317-596-5240, Phone: 317-596-5222, Email: injobs@idgbooks.com

**Copy Editor (IDG/B)**
Responsible for editing manuscripts for grammar, spelling and punctuation as well as for sense, organization, clarity accuracy and writing level. College degree in English or related field with book publishing experience. Word processing experience a must. Should have excellent organization and communication skills, high professional standards and ability to perform well under pressure. *Location: Indianapolis, IN*
Contact: S. Hopson, Fax: 317-596-5240, Phone: 317-596-5222, Email: injobs@idgbooks.com

**Editorial Assistant (IDG/B)**
As a key member of the Dummies Press editorial team, you will support the management team and perform a range of administrative duties. Good WP skills and strong organizational abilities are required; spreadsheet knowledge would be a plus. A publishing background would be ideal. *Location: Indianapolis, IN*
Contact: S. Hopson, Fax: 317-596-5240, Phone: 317-596-5222, Email: injobs@idgbooks.com

**Editorial Manager (IDG/B)**
You will manage the workflow for a team of 8-10 editors &staff. You will also hire/train personnel; ensure project compliance with quality/time/budgetary requirements; develop advancement & turnover standards; and maintain author/internal relationships. The position requires a BA/BS in English or allied discipline; 2-3 years' writing, editing and project management experience; demonstrated product & industry knowledge; ability to develop/manage personnel; and excellent editorial management, teamwork and written/verbal communication skills. Computer technology expertise a plus. *Location: Indianapolis, IN*
Contact: S. Hopson, Fax: 317-596-5240, Phone: 317-596-5222, Email: injobs@idgbooks.com

**Project Editor (IDG/B)**
As a member of the Dummies Press editorial team, a Project Editor develops and edits the manuscripts of Dummies and Business and General Reference Press books at the project level. A person in this position serves as the central contact for project information and project/resource management. The qualified candidate must possess an English or related degree, excellent communication and organizational skills, have a team-oriented approach, and previous editorial/project management experience. *Location: Indianapolis, IN*
Contact: S. Hopson, Fax: 317-596-5240, Phone: 317-596-5222, Email: injobs@idgbooks.com

**Administrative Assistant, Legal (IDG/B)**
IDG Books is seeking an administrative assistant to support our legal department. Responsibilities include all administrative tasks including filing, general correspondence, data entry (Access a plus), phones, faxes and special projects. Must be a self-starter able to work independently with strong project management skills. The candidate must be a bright, enthusiastic team player who has the ability to multi-task in a fast-paced environment. Strong PC skills (Word, Excel and PowerPoint) and 1+years of related experience.
*Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Office Services Assistant (IDG/B)**
IDG Books Worldwide in Indy has a part-time opening for an assistant in the Office Services Dept. This position requires a dependable, flexible person who enjoys working in a casual office environment. If you enjoy meeting new people, this position may be for you! *Location: Indianapolis, IN*
Contact: S. Hopson, Fax: 317-596-5240, Phone: 317-596-5222, Email: injobs@idgbooks.com

**Online Preprocessing Technician (IDG/B)**
Consistently, efficiently, and accurately convert documents using desk top publishing software on a Macintosh platform to HTML documents for posting to the Dummies and IDG Books Websites. Documents will be new title from Dummies Trade and Technical and all CPG titles. This process includes initial conversion of elements and all corrections passes. All graphics and icons to be processed as directed. Responsibilities to include continued scripting and automation of processes to streamline all materials through the Online Preprocessing Team. *Thorough knowledge of Apple Macintosh computer, Adobe PageMaker version 6.0or higher, QuarkXPress 3.32 or higher, and HTML. *Working knowledge of Beyond Press, Apple Scripting, DeBabelizer, Illustrator, and Photoshop software. *Knowledge of the following software programs: MS Word, BBEdit, Adobe, Acrobat, Excel, Netscape, and Internet Explorer. *Location: Indianapolis, IN*
Contact: S. Hopson, Fax: 317-596-5240, Phone: 317-596-5222, Email: injobs@idgbooks.com

**Customer Service Representative (IDG/B)**
In this highly challenging role, you will ensure/maintain positive relationships with our new & existing customers. You will assist customers via phone with order processing & on-line order entry; provide product information/catalog requests; arrange delivery; and process credits/returns. The position requires 1-3 years of customer service experience (BA/BS preferred but not required); working knowledge of PC's (Windows95 & MSOffice); the ability to multi-task in a fast paced, team-oriented environment; and excellent interpersonal , phone communication, problem-solving, and influencing skills, knowledge/background in the computer and book publishing industry preferred. *Location: Indianapolis, IN*
Contact: S. Hopson, Fax: 317-596-5240, Phone: 317-596-5222, Email: injobs@idgbooks.com

**System Analyst (IDG/B)**
The selected candidate will combine strong interpersonal and team skills with solid technical abilities and use their abilities as a team player to deliver customer-driven solutions. Effective verbal and written communication skills will be crucial to success. We are looking for an individual with at least 2+ years' of experience in relational database environments with experience in conceptual and physical design, and E-R modeling. Deployment of multiple mission-critical client server applications in a LAN environment and a strong background in business analysis and design are keys to success. Application development skills, report writing skills experience required. BS in Computer Science or related field; Microsoft certification desirable; publishing industry experience a plus. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Publisher (IFW)**
InfoWorld Media Group, Inc. is seeking a Publisher to run all of InfoWorld's advertising sales areas and marketing. The successful individual will have extensive experience influencing and understanding the computer publishing industry advertisers and media community. This individual will be a proven leader, capable of providing a strategic sense of mission to the entire Sales and Marketing workforce, ability to build and maintain working relationships both inside and outside the company. Will be a key member of the InfoWorld executive management team and will report to the CEO/President. Requires 15 years or more publishing business experience. *Location: San Mateo, CA*
Contact: D. Vieraitis, Fax: 650-312-0668, Phone: 650-312-0566, Email: resumes@infoworld.com

**Accounting Administrator (IPS)**
IDG International Publishing Services group is looking for a detail oriented Accounting Administrator. Reporting to the Business Manager, the primary responsibilities will include invoice encoding, journal entries, royalty billing, collections and provide administrative support for an office of 30. Ideal candidates will possess an Associates degree in Business Administration, 1-2 years experience in an accounting environment and knowledge of Lotus Notes, Word, Excel, and FileMaker Pro. *Location: Boston, MA*
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

**Web Engineer (NW)**
We are looking for a Web Engineer to develop, maintain and support enhanced software and advanced add-on tools for our on-line activities (web, email). Please see www.nwfusion.com. In this position, you will work on a variety of applications (editorial, online and circulation). Additional responsibilities include CGI programming (sh, Perl and C), web authoring CGI technical support, servlets development (Java) and integration of third-party tools. Ideal candidates will have at least two years of experience as a CGI programmer/Web developer. Good knowledge of UNIX (Solaris) necessary, and programming languages should include Perl and C. SQL and Java programming a plus. *Location: Framingham, MA*
Contact: D. Caldwell, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

**Email/System Administrator (NW)**
We are looking for an email/systems administrator to manage our custom mass-mailing system and support and administer our Unix and NT servers and workstations. Additional responsibilities include backup and shell programming. Ideal candidates will have at least one year of experience as a systems administrator. Good knowledge of UNIX (SunOS, Solaris) and NT necessary. Additional software experience should include a mailing list manager (ListProc, Majordomo) and familiarity with database driven systems (SQL)Attention to details and good organizational skills essentials. *Location: Framingham, MA*
Contact: D. Caldwell, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

## Places to find a complete listing of job opportunities across IDG:

- Lotus Notes - Job Opportunities Database
- IDG Central: http://idgcentral.com
- IDG Web Site: http://www.idg.com/careers
- Job Hotline: MA: 508-935-4406
- The World Update on the last Monday of every month

**Week of July 27, 1998**

| BU | Category | Title | Location | Contact | Phone | Fax |
|---|---|---|---|---|---|---|
| CHSG | Bus Dev | Business Development Director | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| CHSG | Sales | Sales Associate | Rochelle Park, NJ | M. Maynard | P: 508/935-4777 | F: 508/935-4600 |
| CHSG | Sales | Sales Associate | San Mateo, CA | M. Maynard | P: 508-935-4777 | F: 508-935-4600 |
| CHSG | Sales | VP Sales | Framingham, MA or San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| CHSG | Systems | IS Manager | San Mateo, CA | M. Maynard | P: 508-935-4777 | F: 508-935-4600 |
| CIO | Admin | Administrative Assistant | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Admin | Circulation Assistant/Database Administrator | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Edit | Features Editor | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Exec | Managing Director, Custom Publishing | Framingham, MA | P. Reilly | P: 508-935-4734 | F: 508-935-4600 |
| CIO | Exec Progs | Data Coordinator, Executive Programs (2) | Framingham, MA | B. Senges | P: 508-935-4192 | F: 508-935-4600 |
| Computer Currents | Edit | Associate Editor | Berkeley, CA | M. Riofrio | P: NA | F: 510-527-4106 |
| CW | Admin | Sales Assistant | Framingham, MA | P. Fowler Sheer | P: 508-820-8647 | F: 508-879-3760 |
| CW | Edit | Product Reviewer | Framingham, MA | P. Fowler Sheer | P: 508-820-8647 | F: 508-879-3760 |
| CW | Edit | Senior Writer | San Mateo, CA | P. Sur | P: 650-524-7102 | F: 650-524-7003 |
| CW | Mktg | Marketing Specialist | Framingham, MA | P. Fowler Sheer | P: 508-820-8647 | F: 508-879-3760 |
| CW | Prod | Display Ad Coordinator | Framingham, MA | P. Fowler Sheer | P: 508-820-8647 | F: 508-879-3760 |
| CW | Sales | Account Executive | Rochelle Park, NJ | P. Fowler Sheer | P: 508-820-8647 | F: 508-879-3760 |
| CW | Sales | Eastern Regional Director, Custom Publishing | Framingham, MA or Rochelle Park, NJ | P. Sur | P: 650-524-7102 | F: 650-524-7003 |
| CW | Sales | Sales Associate | Burlingame, CA | P. Sur | P: 650-524-7102 | F: 650-524-7003 |
| CW | Sales | Senior Account Executive | Framingham, MA | P. Fowler Sheer | P: 508-820-8647 | F: 508-879-3760 |
| FCW | Art/Design | Graphics/Senior Designer | Falls Church, VA | J. Dendievel | P: 703-876-5057 | F: 703-876-5089 |
| FCW | Mktg | Direct Marketing Manager | Falls Church, VA | J. Dendievel | P: 703-876-5057 | F: 703-876-5089 |
| GWAN | Operations | Director, Client Services | San Francisco, CA | L. Gerberg | P: 415-676-3054 | F: 415-835-2473 |
| IDC | Admin | Group Operations Coordinator - Communications | Framingham, MA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Admin | Mail Clerk, P/T | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Admin | Marketing Assistant | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Admin | Office Services Assistant | Framingham, MA | D. Fagan | P: 508-935-4266 | F: 508-935-4610 |
| IDC | Edit | Copy Editor | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4610 |
| IDC | Facil | Mailroom Team Leader | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Finance | Financial Analyst | Framingham, MA | D. Bernardi | P: 508-935-4361 | F: 508-935-4610 |
| IDC | HR | Senior Human Resources Representative | Framingham, MA | D. Bernardi | P: 508-935-4361 | F: 508-935-4610 |
| IDC | Mktg | Interactive Products Product Manager | Framingham, MA | E. Baptiste | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Mktg | Marketing Specialist | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Consulting Director, Personal Systems Consulting | Framingham, MA or Mountain View, CA | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| IDC | Rsch | Inquiry Analyst | Framingham, MA | E. Baptiste | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Manager/Director of Application Development Tools | Framingham, MA | E. Baptiste | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Program Manager, Internet Commerce Services | Framingham,MA, Mt. View, CA or Austin, TX | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| IDC | Rsch | Research Analyst, Asset Management | Framingham, MA | E. Baptiste | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, Data Communications | Framingham, MA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, Local Area Networks | Framingham, MA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, Semiconductors | Mountain View, CA | E. Baptiste | P: 508-935-4649 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, Storage | Framingham, MA | E. Baptiste | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Senior Research Analyst, Consumer Devices | Mountain View, CA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Senior Research Analyst, Latin America Telecom | Mountain View, CA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Rsch | Senior Research Analyst, Outsourcing | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Senior Research Analyst, Resourcing Strategies | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Sales | Business Development Manager, Worldwide PC Market Tracker | Mountain View, CA | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| IDC | Sales | Senior Account Executive, Consulting Sales - Major Accounts | Mountain View, CA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Systems | Senior Publishing Software Engineer | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4600 |
| IDC | Systems | Senior System Administrator, Application Services | Framingham, MA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Systems | Senior Systems Administrator | Framingham, MA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Tech | Quality Assurance/ Technical Support Representative | Framingham, MA | E. Baptiste | P: 508-935-4649 | F: 508-935-4610 |
| IDC UK | Rsch | Research Manager, European Expertise Centre | London, England | S. Horrocks | P: 44(0) 181 987 7100 | F: 44(0) 181 995 1090 |
| IDG | Admin | Part-Time Receptionist | Rochelle Park, NJ | P. DeBiase | P: 201-587-7321 | F: 201-712-9786 |
| IDG | Finance | Bookkeeper | Framingham, MA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| IDG | HR | Human Resources Assistant | Framingham, MA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| IDG | HR | Training and Development Administrator | Framingham, MA | J. Lynch | P: 508-935-4041 | F: 508-935-4600 |
| IDG | Systems | Business Support Manager | Framingham, MA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| IDG Games Media Group | Art/Design | Design/Production Intern | San Francisco, CA | G. Orbegozo | P: 415-978-2284 | F: 415-546-5225 |
| IDG Games Media Group | Circ | Newsstand Sales Coordinator | San Francisco, CA | C. Aguilar | P: 415-974-7377 | F: 415-267-1742 |
| IDG Games Media Group | Mktg | Director Corporate Communications | San Francisco, CA | C. Aguilar | P: 415-974-7377 | F: 415-267-1742 |
| IDG Games Media Group | Mktg | Marketing Specialist | San Francisco, CA | C. Aguilar | P: 415-974-7377 | F: 415-267-1742 |
| IDG Games Media Group | On-Line | On-line Producer | San Francisco, CA | F. Mao | P: 650-349-1598 | F: 650-349-4300 |
| IDG Games Media Group | Sales | Eastern Regional Sales Manager | San Francisco, CA or Boston area | C. Aguilar | P: 415-974-7377 | F: 415-267-1742 |
| IDG Games Media Group | Sales | Regional Sales Manager | San Francisco, CA | C. Aguilar | P: 415-974-7377 | F: 415-267-1742 |
| IDG Global Comm | Admin | Administrative Assistant | San Mateo, CA | S. Wolf | P: 650-524-5712 | F: 650-524-5730 |
| IDG Global Comm | Systems | Applications Developer | San Mateo, CA | D. Garza | P: 650-524-5701 | F: 650-524-5730 |
| IDG News Service | Edit | Copy Editor, Europe | London, England or Paris, France | R. Garretson | P: 617-423-1052 | F: 617-423-0240 |
| IDG News Service | Edit | London Correspondent | London, England | R. Garretson | P: 617-423-1052 | F: 617-423-0240 |
| IDG.net | Admin | Executive Assistant | San Francisco, CA | L. Gerberg | P: 415-267-4505 | F: 415-267-4558 |
| IDG/B | Art/Design | Design Specialist | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Edit | Associate Acquisitions Editor | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Edit | Copy Editor | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Edit | Copy Editor | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Edit | Copy Editor (Ongoing) | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Edit | Development Editor (Ongoing) | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Edit | Editorial Assistant | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Edit | Editorial Manager | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Edit | Project Editor | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Edit | Project Editor | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Finance | Administrative Assistant | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Finance | Credit Specialist | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | HR | HR Assistant | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | HR | Vice President, Human Resources | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Legal | Administrative Assistant, Legal | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Mktg | Catalog Coordinator | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Mktg | Product Marketing Manager | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Mktg | Product Marketing Manager | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Mktg | Product Marketing Specialist | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Mktg | Publicist, Dummies Group | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Operations | Office Services Assistant | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | PR | Admin. Assistant, PR | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | PR | Corporate Publicist | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | PR | Senior Tech Publicist | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | PR (Online) | Online Publicist | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Prod | Online Preprocessing Technician | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Sales | Customer Service Representative | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Sales | Customer Service Supervisor | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Systems | System Analyst | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Systems | Vice President of Information Systems | Indianapolis, IN | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/CMC | Confer | Conference Coordinator | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| IDG/CMC | Confer | Creative Services Coordinator | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| IDG/CMC | Confer | Director, Managed Conference Division | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| IDG/CMC | Confer | Sr. Conference Manager | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |

Week of July 27, 1998

| BU | Category | Title | Location | Contact | Phone | Fax |
|---|---|---|---|---|---|---|
| IDG/CMC | Confer | Staff Accountant | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| IDG/CMC | Confer | VP Operations and Finance | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| IDG/CSC | PR | Public Relations Director | Boston, MA | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| IDG/WEC | Mktg | Marketing Director | Framingham, MA | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| IFW | Edit | Copy Editor | San Mateo, CA | S. Barnes | P: 650-525-3464 | F: 650-312-0668 |
| IFW | Sales | Publisher | San Mateo, CA | D. Vieraitis | P: 650-312-0566 | F: 650-312-0668 |
| IFW | Sales | Sales Associate | Bellevue, WA | Linda Brault | P: 650-312-0669 | F: 650-312-0668 |
| IMS | Sales | Administrative Sales Assistant | San Francisco, CA | M. Catolico | P: 415-978-3272 | F: 415-267-1742 |
| IMS/EMEA | Sales | Executive, New Media Sales | Staines, England | P. Shalet | P: 44-1784-210-210 | F: 44-1784-210-200 |
| IMS/EMEA | Sales | Manager, International Sales | Staines, England | P. Shalet | P: 44-1784-210-210 | F: 44-1784-210-200 |
| IMS/EMEA | Sales | On-line Sales Executive | Staines, England | P. Shalet | P: 44-1784-210-210 | F: 44-1784-210-200 |
| IPS | Admin | Accounting Administrator | Boston, MA | M. Maynard | P: 508-935-4777 | F: 508-935-4600 |
| IPS | Admin | Receptionist/Office Administrator | Boston, MA | M. Maynard | P: 508/935-4777 | F: 508/935-4600 |
| IS | Ad Sales | Account Executive | San Francisco, CA | C. Lucanegro | P: 415-733-5437 | F: 415-733-5401 |
| IS | Ad Sales | Account Executive | New York, NY | C. Lucanegro | P: 415-733-5437 | F: 415-733-5401 |
| IS | Ad Sales | District Sales Manager | New York, NY | C. Lucanegro | P: 415-733-5437 | F: 415-733-5401 |
| IS | Ad Sales | Regional Sales Manager | San Francisco, CA | C. Lucanegro | P: 415-733-5437 | F: 415-733-5401 |
| IS | Ad Sales | Sales Associate | San Francisco, CA | C. Lucanegro | P: 415-733-5437 | F: 415-733-5401 |
| IS | Circ | Subscription Marketing Manager | San Francisco, CA | L. Hitchcock | P: 415-733-5408 | F: 415-733-5401 |
| IS | Edit | Reporter/Writer | San Francisco, CA | J. Weber | P: 415-733-5474 | F: 415-733-5403 |
| IS | Edit | Senior Media Editor | New York, NY | J. Weber | P: 415-733-5474 | F: 415-733-5403 |
| IS | Edit | Senior Writer/Reporter | San Francisco, CA | J. Weber | P: 415-733-5474 | F: 415-733-5403 |
| IS | Exec | Publisher | San Francisco, CA | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| IS | Mktg | Director of Marketing | San Francisco, CA | C. Lucanegro | P: 415-733-5437 | F: 415-733-5401 |
| IS | Sales | Account Executive | San Francisco, CA | C. Lucanegro | P: 415-733-5437 | F: 415-733-5401 |
| IS | Sales | Account Executive, Marketplace | San Francisco, CA | K. Sharbrough | P: 415-733-5438 | F: 415-733-5401 |
| IS | Sales | Account Executive, Recruitment | San Francisco, CA | K. Sharbrough | P: 415-733-5438 | F: 415-733-5401 |
| IS | Sales | Ad Sales Associate | New York NY | C. Lucanegro | P: 415-733-5437 | F: 415-733-5401 |
| IS | Sales | Sales Associate | San Francisco, CA | K. Sharbrough | P: 415-733-5438 | F: 415-733-5401 |
| Mac Pub | Edit | Associate Editor, Imaging and Graphics | San Francisco, CA | S. Herr | P: 415-243-3668 | F: 415-243-3535 |
| Mac Pub | Edit | Associate Editor, Reviews | San Francisco, CA | M. Roback | P: 415-243-3595 | F: 415-243-3651 |
| Mac Pub | Edit | On-line Staff Writer | San Francisco, CA | M. Rothenberg | P: 415-243-3552 | F: 415-243-3535 |
| Mac Pub | Edit | Senior Associate Editor | San Francisco, CA | N. Petersen | P: 415-243-3609 | F: 415-442-0766 |
| NW | Ad Sales | Advertising Coordinator | Framingham, MA | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| NW | Ad Sales | Sales Assistant | Devon, PA | D. Caldwell | P: 508-820-7472 | F: 508-820-3340 |
| NW | Edit | Senior Editor | CA | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| NW | Events | Event Planner | Framingham, MA | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| NW | Mktg | Director of Marketing | Framingham, MA | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| NW | On-Line | Web Engineer | Framingham, MA | D. Caldwell | P: 508-820-7472 | F: 508-820-3340 |
| NW | Prod | Print Buying Coordinator/Supervisor | Framingham, MA | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| NW | Sales | District Sales Manager | Santa Clara, CA | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| NW | Sales | Sales Assistant | Santa Clara, CA | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| NW | Systems | Email/System Administrator | Framingham, MA | D. Caldwell | P: 508-820-7472 | F: 508-820-3340 |
| PCW | Admin | Administrative Assistant | San Francisco, CA | N. Jacobs | P: 415-978-3303 | F: 415-442-1891 |
| PCW | Admin | Administrative Assistant | San Francisco, CA | L. Grubbs | P: 415-978-3275 | F: 415-442-1891 |
| PCW | Circ | Circulation Administrative Assistant | San Francisco, CA | S. Pecar | P: 415-978-3305 | F: 415-442-1891 |
| PCW | Edit | Senior Editor | San Francisco, CA | T. Capen | P: 415-978-3225 | F: 415-442-1891 |
| PCW | Edit | Senior Editor, News | San Francisco, CA | B. Snyder | P: 415-267-1715 | F: 415-442-1891 |
| PCW | Edit | Sr. Associate Editor | San Francisco, CA | C. Thornton | P: 415-974-7475 | F: 415-442-1891 |
| PCW | Finance | Financial Analyst | San Francisco, CA | M. Buckingham | P: 415-978-3308 | F: 415-442-1891 |
| PCW | HR | Manager, Human Resources | San Francisco, CA | R. Willoughby | P: 415-978-3205 | F: 415-974-7316 |
| PCW | Prod | Production Manager | San Francisco, CA | L. Manes-Goodwin | P: 415-978-3315 | F: 415-974-7402 |
| PCW | Rsch | Research Assistant | San Francisco, CA | S. Riddle | P: 415-267-4556 | F: 415-974-7404 |
| PCW | Systems | Information Systems Specialist | San Francisco, CA | N. Noble | P: 415-978-3361 | F: 415-442-1891 |
| PCW OSG | Ad Sales | Ad Sales Operations Coordinator | San Francisco, CA | E. Wayman | P: 415-978-3377 | F: 415-974-7491 |
| PCW OSG | Ad Sales | West Coast Advertising Director, PCW OSG Advertising Sales | San Francisco or Los Angeles | T. Gewecke | P: 415-978-3153 | F: 415-442-1891 |
| PCW OSG | Circ | Customer Service Representative | San Francisco, CA | M. Green | P: 415-975-2680 | F: 415-974-7491 |
| PCW OSG | Edit | Editor, Tip World/Dummies Daily | San Francisco, CA | R. Glitman | P: 415-267-1769 | F: 415-442-1891 |
| PCW OSG | Edit | Senior Editor, PC World Today | San Francisco, CA | P. Lemmons | P: 415-267-1776 | F: 415-442-1891 |
| PCW OSG | Mktg | Marketing & Advertising Sales Associate | San Francisco, CA | S. Danish | P: 415-978-3226 | F: 415-442-1891 |
| PCW OSG | Sales | Account Manager | Rochelle Park, NJ | S. Schackman | P: 972-733-3819 | F: |
| Publish | Edit | Features Editor | San Francisco, CA | K. McPhillips | P: 508-935-4531 | F: 508-935-4600 |
| Web Publishing Inc. | Sales | Account Executive | San Francisco, CA | E. Ramirez | P: N/A | F: 415-267-4570 |
| Web Shopper | Ad Sales | Regional Ad Manager | San Francisco, CA | B. Giller | P: 415-267-4512 | F: 415-975-2664 |

Volume 3, Number 6 July 27, 1998

# IDG U.S. UPDATE

PUBLISHED MONTHLY FOR IDG EMPLOYEES IN THE U.S.

## IDG Employee Survey Delivers High Marks

IDG employees aren't shy about telling their managers what they think about life at IDG. That's good news in terms of how many employees participated in the 1998 employee survey — especially via the new online option — and also in terms of employees' relatively high level of job satisfaction.

The annual survey provides employees with a vehicle for anonymously sharing ideas and opinions on the IDG work environment with senior management. This year, 90% of U.S. employees responded to the survey, a tie with last year's record-setting response rate.

The 90% mark is an exceedingly high figure compared to many other firms' results. "Based on what I've heard at conferences and seminars, a lot of companies are really thrilled with a 60% response rate to their employee surveys," noted IDG HR Analyst **Molly Higgins**.

Business units that tallied a 90% or higher response rate were: Network World, IDG Corporate Support Center, InfoWorld, IDC, Federal Computer Week, PC World, IDG Conference Management Co., IDG Channel Services Group, IDG Research Services and IDG List Services.

### Opinions carry clout

Higgins noted that one factor for the high response rate is that employees recognize that their opinions carry clout, both at the business-unit level and across IDG. Corporate-wide, there have been a number of enhancements to the benefits package over the past couple of years due to questions raised in the employee survey. These include changing the vacation policy to give employees more

• CONTINUED ON PAGE 3 •

AMY SHLUGER

**IDC HELD A RANDOM DRAWING FOR ALL ITS GROUPS THAT POSTED A 100% RESPONSE** *rate for the employee survey. The Services Group won and received a limousine ride to a free lunch at Vinny Testa's in Framingham, Mass. (L-R)* ***Chris Hoffman, Mike Melenovsky, John Farrell, Paul Johnston, Mary Steeves, Alan Farias, Christianne Moretti, Robin Green, Kara Murphy, Virginia Lehr, Rosemary Trettel, Marianne Hedin, Siew-Joo Tan*** *and* ***Ellen Julian.***

## 401(k) Open Enrollment Begins Aug. 1

The quarterly open enrollment period for the 401(k) plan will be held in August for an effective date of Oct. 1, 1998.

To be eligible, you need to have completed one year of service as defined by the Internal Revenue Service (approximately six months of full-time employment) by Oct. 1, 1998. For current participants, open enrollment provides an opportunity to change their contribution percentage election. Many business units will be conducting presentations that discuss the plan in greater detail. If you are interested in attending, or you have any other questions, check with your local Human Resources representative.

### 24-hour access

Were you waiting for open enrollment to allocate more of your current contribution to the Templeton Global Bond Fund or diversify your current account balance? If you are a current participant in the IDG 401(k) plan, you have 24-hour access to your account information and can monitor fund performance or change your allocation of current balance and future contributions at any time by using the flexible features of AetnaAccess.

These features are available by calling Aetna's toll-free number (1-800-262-3862) or accessing your account information online at <<http:\\www.aetna.com>>. To access your account you will need to enter your social security number and a password. Unless

• CONTINUED ON PAGE 3 •

## TRAVEL UPDATE

# United, Delta to Join Each Other's Frequent Flyer Programs

Delta Airlines has made a formal announcement that United Airlines will become a partner in its SkyMiles Program. Delta SkyMiles members will be able to accrue miles and class-of-service bonus miles with their SkyMiles accounts when flying on United's domestic U.S. route network, including the 50 U.S. states and Puerto Rico. Delta simultaneously will join United's Mileage Plus program allowing passengers on either airline the ability to earn reciprocal miles in the other's program. The airlines have not made any announcements regarding international flights at this time, but it is anticipated that fliers will be able to use miles on either carrier at a later date.

# E-Ticketing Is a Convenient, Cost-Saving Approach to Ticketing

Next time you fly, why not try an electronic ticket? An electronic ticket is a paper ticket that resides on the airline's computer reservation database and is offered by most major airline carriers including United, American, Delta and America West.

One of the advantages of an electronic ticket is that it can be used for last-minute purchases, eliminating the need for airborne delivery charges or prepaid tickets. Once the electronic ticket has been processed, IDG Travel will fax you your itinerary, inclusive of the cost of ticket. You then check in at the ticket counter, gate, or, in some airports, via an electronic ticket machine and show an ID prior to boarding. An actual printed receipt will be sent to you in the mail for expense reporting purposes.

For more information about electronic ticketing, please contact IDG Travel. Certain restrictions do apply. Electronic ticketing is not recommended for enroute switching from one airline to another at this time. (The airlines are working on this, and should be able to offer this in the very near future.)

## Did You Know?

**Four Seasons Hotels** is planning a global expansion program during the next seven to 10 years that will double the company's size. Currently, the hotel company has 41 properties in 17 countries; the expansion will increase that to 80 hotels. The program has already begun with properties in Maldives and India, and earlier this year Four Seasons took over management of the Ritz in Lisbon, Portugal, and signed a long-term contract to manage the George V in Paris, which is scheduled to reopen in 1999 after an extensive renovation.

**The Hyatt Regency** McCormick Place has opened in Chicago with 800 rooms linked to the convention center.

**The San Diego Airport** has announced that all commuter flights will operate from the Commuter Terminal. The airport has issued an announcement informing flyers that the terminal is not always indicated on passenger tickets and that, in most instances, four-digit flight numbers with 3000 or higher depart from the Commuter Terminal.

**Guests of Hyatt Hotels and Resorts** will be able to earn quadruple miles on select airlines for stays until Aug. 31, 1998, through the Maximum Miles Program. To participate in this program, guests must enroll in Gold Passport, Hyatt's frequent traveler program, and charge their stay to an American Express card. Cardmembers can request the American Express "bonus" at check-in.

**United Airlines** will start daily nonstops Oct. 5 between Seattle and Tokyo's Narita Airport. (This is a route United once operated but ceased flying in 1989.)

**American Express** gives double airline miles to members of their Membership Rewards Delta's SkyMiles card program who use the card at supermarkets and gas stations before Sept. 1.

**United** has extended its offer to receive double miles when you fly economy class (Y/B qualifying fares only) to any United city in North America through July 31, 1998. Call 1-800-930-3052 to register to receive these benefits.

**British Airways and LOT Polish** Airways have agreed to book seats on some of each other's flights between the United Kingdom and Poland beginning in August. The two carriers also plan on linking their mileage-award programs, allowing frequent fliers to earn and redeem miles on such flights. An announcement will be made once this plan has been determined.

**Delta Airlines** now allows flyers to check on the status of delayed baggage at its Web site <<http://www.delta-air.com>>. A bag-report number is needed, and the information provided includes where the bag is and the address it is being delivered to.

**IDG Corporate Travel Manager Lyndsey Pomella contributes this column. She may be reached at: lyndsey_pomella@idg.com.**

# CSG Administrator Michelle Chase Given First MVG Gold Award

**Michelle Chase**, administrator for the IDG Credit Dept. in Framingham, Mass., received the first MVG Gold Award on July 1. Created by the IDG Corporate Services Group (CSG), the award is given quarterly to the person whose work best illustrates the group's mission, vision and goals.

DOREEN FERGUSON

CHASE

CSG employees nominate their peers in the Accounting, Credit, Finance, IS, Legal, Office Management and Tax departments within CSG. A committee composed of one representative from each department reviews the nominations and selects the award winner for the quarter.

Michelle, a 10-year IDG veteran, was recognized for her positive attitude, creativity and her willingness to help colleagues. She received a $100 American Express gift certificate, and her name will be the first on an MVG plaque at the Five Speen Street office. Michelle's photo and information about the award will also be posted on the CSG intranet.

### Corporate value

CSG's mission is to be part of an integrated effort to increase each business unit's corporate value, thereby increasing the corporate value of IDG as a whole. It does so by providing excellent services to meet customer needs and ensures its success through partnerships with its clients, processes that work in harmony, product communication and people who are motivated and happy.

## ONLINE SURVEYS WILL BE IDG-WIDE IN 1999

**While *Computerworld* served as the sole test case in 1997, this year 11 IDG business units units (44% of the survey population of 2,203 employees) were given the option to complete their employee surveys online. Close to half the employees who had the choice decided to complete the online version.**

***Computerworld* did not distribute paper copies of the survey to its employees this year but made them available upon request. Few were needed, however, as 89% of *Computerworld* respondents chose the online option.**

**According to Human Resources Analyst Molly Higgins, the online surveys will be available to all U.S. business units in 1999. She noted that the online groups submitted their surveys sooner and had a higher average response rate than those business units that had only a paper option.**

**"Another important result from the online surveys is that those employees provide longer answers to the verbatim questions, so managers have more detailed feedback," Higgins said. "It's also a less expensive way to conduct the survey, since we don't have to pay someone to key in the handwritten verbatims. Plus, we get quicker turnaround of the results, and managers can then take faster action to address the concerns employees raise."**

## EMPLOYEE SURVEY

*continued from page 1*

time off earlier in their career, increased short-term disibility insurance coverage, as well as implementing the prescription drug card program, well baby care and spousal equivalent coverage.

"The true impact of the survey at the business unit level lies with the completion of the action items developed based on survey feedback," Higgins noted. "The power of the survey is felt when employees and managers work together to make true, positive changes in their department."

### Increased satisfaction

On a scale of 1 to 9, employees' overall satisfaction with life at IDG increased slightly; the mean measurement was 7.2 compared to 7.1 last year. Employees' satisfaction increased in the areas of IDG overall, training, business-unit image, business-unit leadership, work environment, performance management and job satisfaction.

Nine of the factors surveyed achieved a positive rating of 70% or higher. Job satisfaction was ranked the highest, with 89.6% of the respondents saying they were always or usually satisfied with their job.

Employees' positive feelings about growth potential at IDG were down slightly from last year (68.1% in 1998 compared to 71.8%).

The 1998 IDG Employee Survey cycle has now been completed, as U.S. business units recently submitted their action plans to IDG Chairman **Pat McGovern**.

## 401(K) ENROLLMENT

*continued from page 1*

you have previously changed your password, it will be the month and last two digits of the year you were born (i.e., if your date of birth is May 16, 1961, your password will be 0561). Confirmation of any changes made will be mailed directly to your home.

• FOR SALE • FOR RENT • BIRTHS • MARRIAGES • PEN PALS • HOUSE EXCHANGES • FOR SALE • FOR RENT •

HOUSE EXCHANGES

# IDG WORLD UPDATE's MARKETPLACE

BIRTHS

• PEN PALS • MARRIAGES • BIRTHS • FOR RENT • FOR SALE • HOUSE EXCHANGES • PEN PALS • MARRIAGES •

## FOR RENT

• **Quintessential Maine coast vacation home.** Charming, comfortably furnished home on the ocean about a half-hour north of Kennebunkport. Wonderful, panoramic views from most rooms, mile-long sandy beach close by. First floor has living room with fireplace, large glassed/screen porch, kitchen, dining room, and bath. Second floor has master bedroom with drop-dead ocean views and deck, plus two more bedrooms and bath. Limited to six people. Weekly rentals at off-season rates available starting Aug. 29.

- Contact Melville Realty at 207-284-5350 or e-mail
Cathy Baskin at cathy_baskin@pcworld.com

• **Experience island living on Great Cranberry Island** near the heart of Acadia National Park. The island is a 20-minute ferry ride from beautiful Northeast Harbor. The ferry runs about every two hours between 8:00 a.m. and 6:00 p.m. A water taxi is also available. This cozy four-bedroom (plus loft), one-bath house with stove/fireplace includes the use of a car on the island. House is equipped with washer/dryer. Great Cranberry Island is about two miles long and one mile wide and has a general store (that sells groceries, beer, and wine and serves lunch) and a gift shop. On the mainland, you can enjoy hiking in the Acadia Mountains, mountain biking on the carriage trails or shopping in Bar Harbor. Available dates: 8/16 - 9/7. Weekly rate: $600.

- Mike Comiskey, 508-935-4498, mcomiskey@idc.com

## FOR SALE

• **1994 4-door Honda Accord**. White with gray interior. Power everything, AC, cruise control, six-disc CD player. 75K miles. Asking $9,000 (negotiable)

- Kevin Kane, IDC, tel: 508-935-4198, kkane@idc.com

• **Classy...yet cheap**! Like-new matching Queen Anne sofa and wing chair from Paine's Furniture. Cream brocade upholstery with rose, slate blue and soft gold stripe. Cherry-stained wooden legs. Both pieces are in excellent condition from a pet-free environment. Sofa is 80 by 32 inches. Photo sheet available; just call and I'll send one over. $699 or best offer.

- Mary Lester, *CIO*, 508-935-4728, mlester@cio.com

• **1990 Mitsubishi Eclipse**. Burgundy/maroon, gray interior. 125,000 mostly highway-commute miles. One owner since 1990. Good condition, nice wheels/rims. AC, five-speed manual transmission, AM/FM radio. $3,800 or best offer.

- Michaela Bjorkman, IDG Books (Foster City, Calif.)
650-655-3144, mbjorkman@idgbooks.com

## MARRIAGES

• **Ana Gordon** (IDC's Printer Group) and Matthew Volpi were married June 28 in Pennsylvania. Ana will now be known as Ana Volpi.

## BIRTHS

• **Julie McGill** (IMS director of marketing) and her husband Steve welcomed their second child, Jack Kelley McGill, on July 17. Jack weighed in at 8 lbs., 3 oz and joins his older brother Jeffrey, 2 1/2.

### HAVE SOMETHING YOU WANT TO SELL, RENT, BUY OR ANNOUNCE?

***Send your ads in by August 19 in order for them to appear in the August 24 issue.***

Send your Marketplace ads to *IDG World Update* at e-mail at world_update@ idg.com or fax: 617-423-0712. Please include your name, business unit, telephone number and e-mail address.

*IDG World Update Online*'s Marketplace section (http://idgcentral.com) is updated whenever an ad is received.

*continued from page 4*

GREEN

and much more. She has developed technical expertise in computer troubleshooting in order to better serve the IDC community.

**STAR CARD AWARD**
**Tatiana Engurasoff**, Receptionist, IDC West (Mountain View, Calif.)

ENGURASOFF

The Star Card Program offers IDC employees a way to immediately recognize the work of their peers. Star Cards are given to each employee at the start of the fiscal year, and the employees can present the cards to co-workers for outstanding teamwork. A copy of the award sheet is given to IDC Human Resources, and the HR staff tallies the slips and gives quarterly and annual monetary awards to the IDC employee with the most Star Cards. Employees are not limited to distributing just one card a year; they can ask Human Resources for more cards as needed.

## ...FOR DUMMIES GOES TO THE MOVIES

**Those omnipresent *...For Dummies* books will have a role in several upcoming feature films.**

**Steven Spielberg's Dreamworks Studio asked IDG Books to send a crateload of titles to stock a staged bookstore for the upcoming filming of "The Love Letter." And, during a mock interview with feminist critic Camille Paglia in the new movie "Henry Fool," *Parenting For Dummies* shows clearly over her shoulder.**

**Also, the mock title *High-Level Corporate Security For Dummies* will be featured in an upcoming animated Dilbert TV series.**

## JUST THE FACTS: IT PUBLISHER COMPARISONS

**In an industry filled with hype, it's often difficult to tell fact from fiction. At IDG, we, too, like to tell our story because we have a great story to tell. We thought we'd print the following chart, without any extra words, or executive quotes, to show you where IDG stands in the industry. Just the facts, on their own. They tell their own story, and it's one IDG employees worldwide should be proud of.**

| | IDG | Ziff | CMP |
|---|---|---|---|
| PRINT PUBLISHING | | | |
| Number of Publications: | 275 | 84 | 91 |
| North America (US and Canada) | 26 | 16 | 12 |
| Europe/Middle East/Africa | 140 | 32 | 45 |
| Latin America | 39 | 6 | 11 |
| Asia | 70 | 30 | 23 |
| Number of Countries: | 75 | 29 | 27 |
| North America (US and Canada) | 2 | 1 | 2 |
| Europe/Middle East/Africa | 38 | 15 | 14 |
| Latin America | 16 | 4 | 4 |
| Asia | 19 | 9 | 7 |
| MARKET RESEARCH | | | |
| Number of Research Centers | 49 | 9 | 0.0 |
| Number of Research Program | 177 | 8 | 0.0 |
| Number of Countries | 41 | 6 | 0.0 |
| ONLINE | | | |
| Number of Web Sites | 225 | 22 | 42 |
| Number of Countries | 52 | 10 | 7 |
| TRAINING | | | |
| Number of Training Centers | 208 | 1 | 0.0 |
| Number of Countries | 26 | 1 | 0.0 |
| Number of Courses | 626 | 586 | 0.0 |
| TELEVISION | | | |
| Number of Programs | 0.0 | 10 | 0.0 |
| BOOKS | | | |
| Number of Titles | 470 | 0.0 | 0.0 |
| Number of Languages | 38 | 0.0 | 0.0 |
| EVENTS | | | |
| Number of Events | 117 | 52 | 0.0 |
| Number of Countries | 35 | 17 | 0.0 |
| REVENUE | | | |
| Total Revenue-1997 (million) | 2,050 | 1,154 | 473.9 |
| Total Revenue-1996 (million) | 1,700 | 1,081 | 418.1 |
| Revenue Growth - 1997 | 21% | 7% | 13% |

*This chart was prepared by the Competitive Analysis unit of IDG Research Services based on information gathered from competitors' marketing Web sites during a single 24-hour period on June 15-16, 1998.*

## NOTEWORTHY

### NEW EMPLOYEES

IDG WORLD UPDATE

ZAJAC

**Jean Zajac** holds the newly created position of information assistant at IDG International Publishing Services in Boston. Jean maintains the online IDG Directory, which is one of the databases on IDG Central (http://idgcentral.com or on Lotus Notes). She will be contacting business units worldwide to update address information, employee listings and product offerings. Previously, Jean was a reference librarian at the Morristown (N.J.) Public Library. She has a B.A. in history from Stockton State College in Pomona, N.J., and a master's degree in library services from Rutgers University. In her spare time, Jean enjoys still life photography and collecting first edition books.

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In London, **Becci Leach** is *PC Advisor*'s new editorial assistant. This is her first full-time job after gaining a degree in administration from Bromley College. She enjoys keeping fit, socializing at her 'local' and admits that shopping is her greatest weakness.

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Editor **Matthew Bath** joins IDG U.K.'s *Digit* magazine, having held a similar title at Forme Communications' Webspace magazine. He earned a B.A. (Hons) in media studies from the University of Westminster. An "Internet nomad," he relishes being amazed by new technology.

Also new at *Digit* is Marketing Executive **Jo Hudswell**. Previously a sales manager with Richard Groves Catering and Events, she holds a degree in zoology from Sheffield University and likes to swim and socialize.

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IDG's Corporate Tax department in Framingham has hired **Steven Reed** as corporate tax manager. He was formerly with Lightbridge, Inc., where he directed overall tax policy and compliance. He holds an M.S. in taxation from Boston's Northeastern University.

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Having been a senior accountant at Arthur D. Little, Inc., **Cynthia Jennings** joins IDG Information Services in Framingham as an application analyst supporting financial systems. She has a B.S. in accounting from Bryant College in Smithfield, R.I., and and M.B.A. with a focus on MIS from Bentley College in Waltham, Mass. In her free time she likes to golf, bike and travel.

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Also at IDG Framingham, **Nancy Machado** comes aboard as a payrolll administrator from Riverdale Mills Corp., where she was a payroll/human resources assistant. A graduate of Dean Jr. College, she enjoys traveling and walking.

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Providing support to IMS' marketing department is Marking Assistant **Rafael Hernandez.** He comes from Flieschman Field Research in San Francisco, where he was a market research supervisor. An illustrator and a trumpeter who can play in a variety of musical styles, he holds a B.A. in sociology from the University of California/Berkeley.

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**Tracy Brien** has been hired by Web Publishing in San Francisco as an online advertising coordinator. She was previously with IDEX Corp. as a project manager of international small-scale community projects. Outside the office she teaches computer classes to low-income adults and in October will begin teaching the first-ever computer classes at San Quentin State Penitentiary.

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Previously at Probe Research, **Courtney Munroe** has joined IDC in New York City as a program director for business network services. He has a B.A. in economics from Columbia University. Courtney enjoys motorcycling and is immensely proud of his one-year-old daughter, Mikayla.

### TRANSFERS

SHLAIN

**Tiffany Shlain** joins IDG Conference Management Co. as creative director/executive producer for The Webby Awards. She had been directing and producing the awards program since its inception in 1996 in conjunction with *The Web Magazine*. Prior to IDG, Tiffany worked as a production liaison at Industrial Light and Magic and has also produced and directed films. She has a B.A. in film from the University of California/Berkeley and, in her off hours, makes time for sculpting and kickboxing.

### RETURNING EMPLOYEES

**Meridith Levinson** joins *CIO* as an editorial assistant after having been the magazine's public relations intern last summer. She has also done two internships with IDG Research, where she created an online database for its Web site and an information archive. Meredith is a recent graduate of the University of Vermont with a major in English and a minor in art history and French. In her free time, Meredith enjoys looking at and collecting rare ferns when she's not working on her book of poems and essays.

## WE HAVE A "FALSE HEADLINES" CONTEST WINNER!

MCKENZIE

**Congratulations to IDC U.K.'s Alison McKenzie, senior research analyst for the European Personal Systems Group. Alison's name was selected in a random drawing of the correct submissions for the "False Headlines" contest (see *IDG World Update*, June 15).**

**Thanks to the many employees worldwide who participated, and stay tuned for the next contest courtesy of IDG Global Communications.**

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**FOURTEEN YEARS**
Sherry Driscoll-Coleman - Computerworld

**THIRTEEN YEARS**
Daniel Sommer - InfoWorld

**ELEVEN YEARS**
Rhonda Gutierrez - InfoWorld
Kathleen Demko - Computerworld
Kevin Burden - Computerworld

**SEVEN YEARS**
Michael Siggins - CIO
Phil Lemmons - PC World

**SIX YEARS**
Debra Becker - Network World
Ellen Julian - IDC

**FOUR YEARS**
Rick Groves - Network World

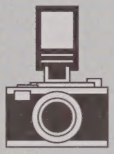
**THREE YEARS**
Marlo Matoska - Network World
Patricia Keller - InfoWorld
Christopher Koch - CIO
Jennifer Bresnahan - CIO
Barbara Nash - IDC

**TWO YEARS**
Allyson Nickowitz - Network World
Jeff Walsh - InfoWorld
Ada Yim - IDG
Morris Effron - IDG Int'l Publ. Svcs.

**ONE YEAR**
Rebecca Bogart - Network World
Marc Sognini - Network World
Lisa Kaplan Adase - Network World
Stanley Holt - InfoWorld
Alessandra Sapiz - InfoWorld
Xioa Gao - IDC
Melissa Hollander - IDC
Huan Nghiem - Web Shopper
Amy Dalton - PC World
Elizabeth Kuball - IDG Books
Carole Bosch - IDG Books
Lou Boudreau - IDG Books
Lisa Roule - IDG Books
Jennifer Rowe - IDG Books

## CALLING ALL PHOTOGRAPHERS

**IDG's 15th annual International Photo Calendar Contest is under way! All employees worldwide are encouraged to participate. Twelve masterpieces will be selected for inclusion in the 1999 Employee Photo Calendar. One could be yours! Here's all you have to do:**



**1. Submit up to two color or black-and-white glossy prints or 35mm slides that you have taken, clearly labeled with your name, business unit and address, telephone and fax numbers and e-mail address. Be sure to include a title for your photo. NOTE: Do not write directly on the backs of the photos!**

**2. Submit photos as developed without retouching.**

**3. Entries must be received by Monday, Sept. 14. Please send your photos to: IDG World Update, 31 Milk Street, Suite 210, Boston, MA 02109, U.S.A. Winners will be notified in early October.**

**4. Please note that photos WILL NOT be returned this year.**

**First Prize: $250.00** **Second Prize: $150.00**
**Third Prize: $100.00**

**Questions? Contact Penny Winn (penny_winn@idg.com) or Patricia Smith (patricia_smith@idg.com) or call: 617-423-9030.**

### INTERNET FORUM

*continued from page 1*

vice president, Personal Systems, Collaborative Computing, and Services Research; Mark Lorimer, president and COO, Auto-By-Tel; **Bob Metcalfe**, IDG vice president/Technology; Jason Olim, CEO, CDNow; and Dr. Jeffrey Rayport, associate professor at Harvard Business School.

Joining this list of Internet stars is **John Battelle**, publisher of *The Industry Standard*, who will moderate two panels at the Forum. One will explore visions of the Internet economy and the other will examine ways to evaluate start-up companies that leverage the Internet in their business models. *The Industry Standard* is the marquee media sponsor of this event.

*The Internet Executive Forum* is the first conference hosted by IDC's new Conference and Events Group, headed by Director of Conferences and Events **Elisa van Dam**. While IDC has traditionally coordinated a number of vendor-focused briefings and one-day events, the Conference and Events Group is charged with producing conferences geared toward both IT users and vendors. There are more new events on the horizon for 1999.

IDC had previously hosted a number of Internet-related events, including briefings at Internet World, as well as a conference in October 1997, "Internet '98: The Global Opportunity." The success of that conference contributed to the decision to launch The Internet Executive Forum. The next Internet Executive Forum is tentatively scheduled for September 1999.

*For more information on The Internet Executive Forum see http://www.idc.com/ief.htm. Anyone interested in registering for the conference may do so online or they may call 800-343-4952 or 508-872-8200 and ask for conference registration at ext. 4418.*

*IDG employees can receive the discounted rates given to IDC clients: $895 if registered by Aug. 14; $1,095 for registration after Aug. 14.*

## CELEBRATING 10+

# Lars Dahmén

**HOME:** Stockholm, Sweden

**JOINED IDG SWEDEN:** November 1987 as news reporter covering PCs, networks and larger systems. I was the technical reporter of a staff of four.

**CURRENT TITLE:** Since 1990, editor-in-chief of *Computer Sweden.*

**MOST CHALLENGING PART OF YOUR JOB:** Working with people — staff and readers.

**BEST PART OF YOUR JOB:** Working with people —staff and readers.

**I JOINED IDG BECAUSE:** I wanted to do something while looking for a proper job. I think I've stopped looking now.

**WHAT'S KEPT YOU AT IDG?** The constant change, a rare opportunity to work with brilliant people in an area as dynamic as IT media and the wonderful "let's-try-it attitude."

**MOST MEMORABLE WORK MOMENT:** Standing in front of 200 angry OS/2 users trying to explain why we write the articles we do.

**INTERESTS OUTSIDE THE OFFICE:** Family, reading and playing soccer.

**FAMILY:** Wife Christine, children Jonatan, 8; Olivia, 5; and Viktor, 3.

**FANTASY JOB:** A producer of music videos or a professional footballer.

STEFAN IDEBERG

IDG CHAIRMAN PAT MCGOVERN ESCORTED LARS DAHMÉN *(left) to dinner in honor of his years of service to IDG Sweden.*

**FIVE PEOPLE — LIVING OR DEAD — YOU'D INVITE TO A DINNER PARTY:** Jesus, Mohammed, Lenin, Hitler, and the Swedish King Gustav Wasa.

**YOUR IDEA OF A PERFECT DAY ALONE?** A good book, sunshine, no telephone within 10 km and a bottle of nice wine.

**MANAGER'S PROFILE:** "Lars has been masterminding the strategies that have brought *Computer Sweden* into its present situation: the only IT newspaper in the world that is published as a morning paper three times a week. On top of that he is a very good manager and organizer, guaranteeing that more than 50,000 subscribers get value for their money."

- ***Bengt Marnfeldt**, country manager, IDG Sweden*

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries. IDG also produces 168 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The *IDG World Update* staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 31

August 3, 1998

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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

# IDG Books Stock Begins Trading at $15.50 a Share

IDG Books Worldwide, Inc. last week announced its initial public offering of 3,180,000 shares of Class A Common Stock at a price of $15.50 per share. As of last Thursday afternoon (July 30), shares were trading at $16.375 with a volume of 289,900.

IDG will continue to own a majority interest in the company after the offering. The company has granted the underwriters an option to purchase an additional 477,000 shares of its Class A Common Stock to cover over-allotments, if any. The stock will trade on the Nasdaq National Market under the symbol "IDGB."

The proceeds from the offering will be used primarily to pay $38.4 million of indebtedness owed to IDG. The company will use the remaining proceeds for general corporate purposes.

The lead underwriter for the offering is Morgan Stanley Dean Witter; Goldman, Sachs & Co. and Merrill Lynch & Co are co-managers. Copies of the prospectus relating to the offering may be obtained from Morgan Stanley Dean Witter, 1585 Broadway, 14th Floor, New York, N.Y. 10036, U.S.

IDG Books Worldwide, headquartered in Foster City, Calif., has more than 700 titles in print and translations in 36 languages around the world. More

• CONTINUED PAGE 6 •

# IDG Hosts Second Annual Global High-Tech Marketing Briefings

## One-day program focuses on creation of effective worldwide marketing programs

**IDC SENIOR ANALYST LISA COSMAS** *speaks to a client at the cocktail party in California sponsored by the Computerworld/InfoWorld, Network World and PC World Global Product Support Centers.*

**(FROM LEFT): PACO ZABALA, MANAGING** *director of IDG Spain;* ***Ginny Pohlman****, IMS vice president of international sales; and IDG Chairman* ***Pat McGovern*** *talk during a break at the briefing in New York City.*

VOLKER HEISTERMANN PHOTOS

IDG showcased its international expertise at the second annual IDG Global High-Tech Marketing Briefings on June 9 (in New York) and June 23 in Redwood Shores, Calif.). Organized by IDG Marketing Services to give IT marketing and advertising professionals insight and information on how to create effective global marketing programs, the sessions attracted more than 200 attendees in California and more than 100 in New York City. The Business Marketing Association sponsored the event.

The speaker line-up was slightly different in each location, but both agendas focused on worldwide market and marketing trends and how these trends impact a vendor's global marketing strategy. The IDC speakers and their topics were: Program Manager/Global Research Services **Matt Toolan** (worldwide IT vision); Senior Vice President/International **Philippe de Marcillac** (Asia Pacific and Latin America market trends); Senior Analyst **Lisa Cosmas** (Asia Pacific trends); IDC Latin American Director **Lauri Jones** (Latin

• CONTINUED PAGE 5 •

## IN BRIEF

# IMS Hosts IDG Romania Clients in the U.S. to Learn about Business Opportunities

VOLKER HEISTERMANN

**(FROM LEFT): ROMANIAN PRESIDENT EMIL CONSTANTINESCU,** *InfoWorld CEO* ***Steve Moylan*** *and Hewlett-Packard President/CEO Lewis Platt conclude the day at a reception held at HP.*

Last month, 26 of IDG Romania's key clients were hosted by IDG International Marketing Services as they spent a day in Silicon Valley learning about U.S. and international software trends and outsourcing opportunities.

The purpose of the Romanian software delegation's visit was to generate new high-tech business for Romania, a country one delegate claimed produces more software engineering graduates per capita than India. IDG's participation was initiated by IDG Chairman **Pat McGovern** several weeks ago when he met with Romanian President Emil Constantinescu to discuss IT policies (see *IDG World Update*, July 20).

After a welcome at San Jose (Calif.) City Hall and an overview by city officials on the role Silicon Valley plays as the prime location for high-tech companies in the U.S., the software delegation toured the San Jose Center for Software Development to learn more about venture capital and ways to establish a U.S.-based subsidiary of foreign companies.

The afternoon included a tour of the *InfoWorld* Test Lab and an overview by *IW* Executive Editor/News **Michael Vizard** on the U.S. and global software market. *IW* President and Publisher **Steve Moylan** concluded the session. The day finished with a reception at Hewlett-Packard Co. honoring the president of Romania hosted by HP President Lewis Platt.

According to IMS Director of International Strategic Marketing **Melanie Edwards**, the delegates were "definitely impressed" by IDG and the firm's network of contacts and IT expertise.

# New Management Team Sustains IW's Momentum

DEBORA CARTWRIGHT

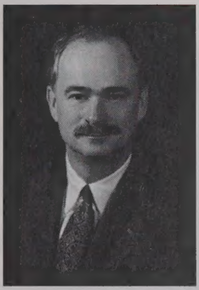
**THE IW EXECUTIVE TEAM SPORTS THAT SILICON VALLEY** *casual look. The newest member of the team is VP of Finance* ***Joe Benway*** *(upper left), who joined InfoWorld in April after 10 years as CFO at Burson Marsteller and several CFO positions in the fast-moving radio industry. The rest of the team includes (clockwise from top, center) Editor-in Chief* ***Sandy Reed****; VP/Test Center* ***Charlotte Ziems****; CEO* ***Stephen Moylan****; VP Circulation* ***Barbara Ruffner****; VP/Associate Publisher* ***Phil Branon****; Senior VP/Administration* ***Donna Vieratis****; and Chief Information Officer* ***Pat Crotty*** *(center).*

InfoWorld's new management team has been in place for close to six months, and **Stephen Moylan**, IW's CEO president and publisher, is enthusiastic about his company's future.

"We just completed another fantastic quarter at InfoWorld and our momentum continues to build. We delivered close to 1,350 ad pages in third quarter, which now stands as the biggest page and revenue quarter in our 20-year history." Moylan said. "I am confident our new management team will lead our company to record levels in circulation, readership, revenue, profit and employee satisfaction."

"Without a doubt, we had big shoes to fill when **Jim Martin** and **Bob Ainsworth** left InfoWorld to join Computerworld, but I am very proud of the fact that we moved quickly to fill the leadership void," Moylan added. "The new team has had an immediate positive impact on our results. I know this dynamic group will provide the leadership experience, and excitement we need to propel InfoWorld into the new millennium."

## ON LINE



**DAVID HILL**

*IDG International Publishing Services President David Hill is this week's columnist.*

**Q What is International Publishing Services and what does it do?**

A IPS is a service organization based in Boston, whose purpose is to make the rest of IDG more successful. The IDG News Service provides editorial content, photos and graphics to the family of IDG publications and Web sites worldwide. *IDG World Update* seeks to tie this disparate company more closely together with information about what is happening all around the company and to spread IT publishing know-how by writing about best practices. IDG Licensing Services finds partners to publish IDG magazines in new markets around the world and to make sure they have access to the full array of IDG resources and support services.

**Why does IDG choose to license a title in a particular country as opposed to launching a subsidiary?**

In developing markets we find the best way to serve our customers is to partner with a local entrepreneur interested in IT publishing. In developing markets the learning curve for business practices, market conditions and IT vendors can be quite steep. The fastest way we can get market-leading publications up and running is putting IDG's global information resources and publishing expertise together with local knowledge.

**How do you identify new licensees?**

The two ways we find licensees are they come looking for us, or we go looking for them. We keep an eye on developing markets around the world watching economic indicators that suggest the market has reached a size that can support a local IT title. When we think the time has arrived, we begin looking for a publishing entrepreneur. Fortunately, both the IT and publishing industries tend to attract such people. We screen them and pick the best candidate. It also happens that one of these entrepreneurs will spot the market opportunity before we do and seek us out. Such people are usually great candidates to publish IDG titles because they were interested enough to spot the opportunity and to conclude that IDG would be a great partner!

**Are there any significant "holes" in the IDG "blanket?"**

The only significant holes in the IDG global coverage from a geographic point of view are in Africa and the Middle East region east of Turkey and north of the Persian Gulf that encompasses Iran, Iraq, Afghanistan, Turkmenistan and some of the other southern republics of the Commonwealth of Independent States. These two regions represent a tiny fraction of the world market, but we are pursuing them anyway.

In Africa we have publications in South Africa, Zimbabwe, Kenya and Egypt, and we have just signed a partner to do *PC World Morocco*. We are in discussions with possible new partners in Nigeria and several other markets as well.

In that region between the Gulf states and Pakistan, we are now in discussions with several potential partners in Iran. I am certain other countries in the region will follow shortly. And even in this hemisphere there are new opportunities. We are in discussions with a group in Cuba that is already publishing a small IT title.

**What is the most licensed IDG product line?**

The most licensed IDG product line is *PC World*. This is because smaller markets cannot initially support a weekly or biweekly like *Computerworld*. Most of our partners start with the monthly *PC World* product, and a few years down the road many then launch a *Computerworld* as the market grows and develops. Still later they begin to find opportunities for *Network World*, a reseller title, a games publication or a niche title like *Publish*.

**How does the IDG News Service work? Are publications required to submit news to it?**

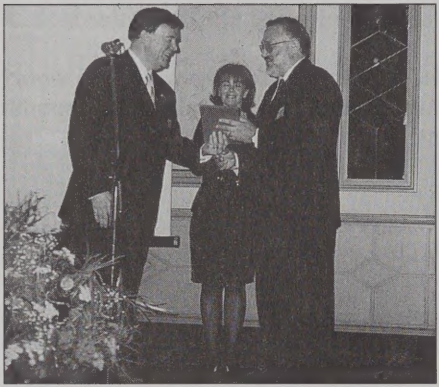
The News Service is a news cooperative. We ask that all publications in the IDG family contribute their news, photos and graphics to the News Service for the benefit of their sister publications around the world. Dozens of IDG publications do contribute. In addition the News Service has a staff working out of 14 offices in nine countries writing news every day. The IDG News Service staff is the largest originator of editorial content in IDG, producing more content each week than *Computerworld*, *InfoWorld*, *Computerwoche* or any other IDG publication. This force of writers and editors is available to cover the news and also to write stories specifically requested by any IDG publication anywhere in the world.

**Why does *World Update* seem to focus so heavily on U.S. business units? IDG has offices all over the world, but I never see my business unit represented. How can we get covered in the newsletter?**

The balance of U.S. news vs. the rest of the world is a debate we have constantly here at *World Update*, and one that will probably never end. Those in the U.S. often feel we have too much news from the rest of the world. Those outside the U.S. often tell us there is too much U.S. news. We try to use material we think will be most interesting to IDG employees, regardless of where it comes from. We are also very conscious of our mission to spread the word about best practices that can be used by other business units to make them more successful. As for getting more news from *your* business unit, we would be delighted! Send it along!

*Please send questions for our regular columnists IDG Chairman Pat McGovern, President Kelly Conlin and COO Jim Casella to world_update @idg.com.*

# IDG Bulgaria Celebrates Market Leadership Role



**PAT McGOVERN PRESENTS A PLAQUE TO** *Antony Slavinski, minister of posts and telecommunication, for exceptional contributions to IT development in Bulgaria as IDG Bulgaria Managing Director* ***Tatiana Hinova*** *applauds.*

**IDG CHAIRMAN PAT McGOVERN AND HIS WIFE LORE HOSTED A RECEPTION IN SOFIA** *for the IDG Bulgaria staff, industry and government leaders and prominent IT company managers. (Above): The McGoverns and the staff pause for a group photo.*

IDG Bulgaria has staked its claim as the country's leading IT publisher, and IDG Chairman **Pat McGovern** visited the office this spring to congratulate the team on its accomplishments.

McGovern spent part of his two-day visit to the capital city of Sofia talking to employees about their achievements and sharing his views on the shape of IT through the year 2020. He also held a press conference and fielded questions about IDG's future plans in Bulgaria and how IDG could promote local IT development. Managing Director **Tatiana Hinova** also spoke about general IT trends in Bulgaria and worldwide.

The press conference, which was organized by *PC World* Sales Manager **Yanka Petrovska**, generated substantial publicity: several articles in major newspapers, a prime-time interview on the most popular Bulgarian national TV station as well as the Nova TV private channel and several radio clips.

McGovern also met Bulgaria's deputy minister of telecommunications and the minister of state administration to discuss the prospect of U.S. companies creating locally staffed R&D centers in Bulgaria. McGovern talked to the government officials about the possibility of establishing an IDG expo division in Bulgaria to launch a telecommunications show.

## IDG BULGARIA AT-A-GLANCE

- **ESTABLISHED: 1991**
- **NO. OF EMPLOYEES: 22**
- **POSITIONING: Market leader in terms of circulation, subscribers and ad pages.**
- **MAJOR TITLES: *Computerworld, PC World, Network World***
- **OTHER TITLES: 11 related to market niches, including *IT in Banking* and *IT in Bulgaria Catalogue* (twice yearly); *IT in Accounting, Software Catalogue* and *CAD/CAM World Magazine* (annual) and *Marketing and Advertising Magazine* (quarterly).**

**For the past two years, IDG Bulgaria has prepared an annual English-language issue of *CW Bulgaria* that is distributed at IT expos in Bulgaria and in Europe, particularly CeBIT in Germany and the International Technical Fair in Plovdiv, Bulgaria, the biggest IT forum in the Balkan region. The special issue is targeted to companies that want to or are currently doing busines with Bulgarian partners. It promotes the Bulgarian economy, Bulgarian companies at the show, IDC data about the Bulgarian IT market, IT distribution channels, new business opportunities in the country, corporate IS projects and foreign business people's opinions about the Bulgarian market.**

- **EXPOS: Organizes the PC World Bulgarian Software Show during the annual Plovdiv Fair in the fall.**
- **BIGGEST CHALLENGE: To preserve its market-leading position and offer new valued-added services to the IT community.**
- **PHILOSOPHY: IDG Bulgaria believes it has an important role in promoting IT development in Bulgaria and in consulting with the government in its effort to create new jobs and alternatives for Bulgarian computer professionals.**

IDG

# *Job Opportunities - August 3, 1998*

**Research Analyst, IRS/CIA (IDC)**
IDC's Investment Research Services/Custom Information Access program provides customer-defined research support to a variety of organizations, such as: brokerage firms, commercial banks, investment banks, money-managers, advertising/PR firms, technology related vendors, and accounting/consulting firms. The program is designed to provide access to IDC's full complement of research services through a carefully managed client-support mechanism. The analyst account managers support a defined client franchise through both inquiry-on-call and proactive research support. The analyst is responsible for managing all client requests and contributing to larger research projects and initiatives, as well as working closely with sales colleagues throughout the new and renewal sales process. Some responsibilities include: client management, inquiry support, and custom project management (client driven & program specific). In addition, the analyst is expected to maintain knowledge of IDC products and all segments of the IT industry. *Location: Framingham, MA*
Contact: A. Schneider, Fax: 508-935-4610, Phone: 508-935-4419, Email: idc_jobs@idc.com

**Research Mgr/Dir Life Cycle Analysis/TCO, Asset Management Services (IDC)**
IDC's Asset Management Services seeks a dynamic senior level executive to lead its lifecycle research in the Server and Workstation area. This new growth opportunity will require a self motivated candidate that can see projects through all phases of development; from the proposal stage to the delivery. Responsibilities include analyzing server and workstation products/ trends and costs of ownership issues. Must be capable of selling and working with vendors, lessors, and end users. Position requires excellent public speaking skills, strong writing ability, solid modeling/spreadsheet knowledge, multitasking and excellent communication skills. Travel is required. The ideal candidate will have at least five years experience working in the vendor community or as a broker in a server re-marketing business. Knowledge of asset management products and financial background a definite plus. *Location: Framingham, MA*
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: anne_schneider@idg.com

**Senior Research Analyst, Personal Systems (IDC)**
The Personal Systems group seeks a Senior Research Analyst to focus on coverage of the desktop PC marketplace; write for weekly, quarterly and annual program publications; and assist in the creation of forecasts. Other tasks include assisting with client inquiries and meeting with vendors to learn about technologies, products and strategies. The successful candidate will have 2-3 years experience in and a solid working knowledge of the personal systems business. Strong writing, spreadsheet/forecasting, research/investigative and presentation skills needed. A fast-paced, team-oriented work environment requires a quick learner with strong organization skills and the ability to simultaneously juggle multiple tasks.
*Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idc.com

**Program Director, Worldwide Quarterly PC Tracker (IDC)**
IDC's Worldwide Quarterly PC Tracker program is one of IDC's single largest research initiatives, providing PC industry leaders with critical market statistics for use in their business planning, sales management, industry watching, and PR efforts. The Program Director will lead the sales, marketing, and account management efforts for the program. With the primary focus of ensuring the satisfaction of existing clients and developing new clients globally, this position will also be responsible for fiscal program management, internal negotiations, and facilitating the sales of individual regional programs. Frequent travel within the United States is required, and international travel will also be a component of this position. Excellent account management, business management, speaking, negotiation, and sales skills are required. *Location: Mt. View, CA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

**Account Manager (IFW)**
The individual in this position will be responsible for prospecting and maintaining advertising space for the back section of the publication. One to three years' of selling experience plus knowledge of the PC industry required. Bachelor's degree preferred. *Location: San Mateo, CA*
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: resumes@infoworld.com

**Sales Associate (IFW)**
InfoWorld is seeking a Sales Associate who will provide support in our San Mateo, CA office for a Regional Sales Manager. Working as part of a team, you maintain sales/prospect databases, analysis on the competition, provide strong customer service to clients, prepare presentations, and assist the Regional Sales Manager. In this fast paced competitive environment, an ability to work independently as well as part of a team are important. Must be detail oriented and organized. Computer skills: Lotus Notes, Word, Excel, and PowerPoint are necessary. *Location: San Mateo, CA*
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: resumes@infoworld.com

**Account Manager, Macworld Shopper (Mac Pub)**
Mac Publishing is seeking a candidate to sell, service and develop the Billboard and Classified section of Macworld, and help advertisers develop into larger display advertisers. (note: Primary emphasis will be placed on MW Shopper sales.) Responsibilities include dispensing information to advertiser and prospective advertisers through inbound and outbound telephone sales inquires, written correspondence, and prospecting phone calls. Other duties include renewing existing advertisers, cultivating new clients in his/her territory, closing ad space for assigned accounts, and documenting account history. This individual will also manage contracts, i.e., maintain insertion orders / contracts in file, prepare competitive advertising analysis monthly, and attend trade shows as assigned. The successful candidate will be able to maintain a good rapport with clients. *Location: San Francisco, CA*
Contact: K. Kyrias, Fax: 415-243-3656, Phone: 415-278-8542, Email: karla_kyrias@macworld.com

**Shopper Sales Assistant (Mac Pub)**
Mac Publishing, leading publishers of Macworld and MacWeek magazines, has an opening for a highly motivated and self-directed individual to provide administrative support for a team of Ad Sales professionals. This position is ideal for anyone who has a strong desire and potential to learn about ad sales in the publishing industry. Applicants must have a minimum of 2 years office experience, preferably in a sales environment; the ability to exercise a high level of professionalism; good written/verbal communication skills; and the ability to juggle multiple priorities & meet deadlines with minimal supervision. Macintosh proficiency (MS Word, Excel, and Filemaker Pro). *Location: San Francisco, CA*
Contact: K. Kyrias, Fax: 415-243-3656, Phone: 415-278-8542, Email: karla_kyrias@macworld.com

**Sales Assistant (NW)**
Seeking Advertising Sales Assistant to provide support to 2 District Sales managers in our Framingham Office. Individual must have excellent customer service, organizational and communication skills. Responsibilities include interfacing with advertisers and ad agencies, handling all types of customer inquires, preparing sales proposals, gathering marketing and competitive research, generating various reports, maintaining client databases. Computer experience required, specifically Microsoft office and the web. Experience with ACT and lexis-nexis a plus. Ability to work in fast paced, team environment, manage multiple priorities and take initiative. Opportunity for growth. *Location: Framingham, MA*
Contact: D. Caldwell, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

**Customer Service Representative (NW)**
Network World is looking for a motivated, customer focused individual to join the Professional Development Group. This entry level customer service position will support logistics and operations for our various Seminars and Events. Individual will answer customer calls, maintain inventory of supplies, ship and receive materials from corporate sponsors, fulfill material kits, confirm and process event registrations, and data entry. Individual should have solid computer skills and experience with Microsoft Office. Individual must have good communication skills (oral and written), be organized, detail oriented and able to manage multiple tasks. Individual must be able to lift 50 lbs. Position offers opportunity for growth. Position is available as of October 1, 1998. Looking for individual to begin in August or September on a part-time or temporary basis.
*Location: Framingham, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

**Senior Associate Editor (PCW)**
PC World is looking for a smart, savvy features editor who can handle a broad range of articles, from hands-on product evaluations and how-to stories, to investigative reporting pieces. Superb writing and editing skills and a thorough grasp of project management are essential. Must have at least three years' experience working as an editor for a publication and thorough knowledge of personal computer products and companies.
*Location: San Francisco, CA*
Contact: D. Tynan, Fax: 415-442-1891, Phone: 415-267-1762, Email: daniel_tynan@pcworld.com

**Data Coordinator, Executive Programs (2) (CIO)**
CIO's Executive Programs department is looking for two Data Entry Operators to join its conference fulfillment team. Responsibilities will include heavy data entry, hot-line phone support, correspondence, monthly reporting, and general administrative duties as needed. The ideal candidates will be energetic, detail-oriented individuals who posses strong Mac computer skills: proficiency with Filemaker Pro required, experience with Word, Excel, Quark XPress preferred. Some travel possible. *Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

## *Places to find a complete listing of Job Opportunities across IDG:*

- **Lotus Notes - Job Opportunities Database**
- **IDG Central: http://idgcentral.com**
- **IDG Web Site: http://www.idg.com**
- **Job Hotline - MA: 508-935-4406**
- **The World Update on the last Monday of every month**

$ $

## IDG EMPLOYEE REFERRAL BONUS

# SUMMER SIZZLER!

### HOT DAYS . . .

### COLD CASH!

## YOU GET

$1,000 for each referral that results in a regular full-time or part-time hire within participating divisions. $500 for casual part-time referrals working a minimum of 20 hours. With 2 successful referrals, you'll be entered into the year-end drawing for the following: **Grand Prize -- $2,000** **Runner-Up -- $1,500**

## RULES

- You may be an employee of any IDG Division to participate; however, you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date for that specific position will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision
- All resumes and forms must be received by Human Resources between July 1, 1998 and September 30, 1998

Date:____________________

Applicant's Name:____________________

Position Referred to:____________________

Company Name:____________________

Referred by: (Employee Name)____________________

Company Name:____________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager

**FOR HUMAN RESOURCES USE ONLY**

Employee Receiving Bonus:____________________

Company Name:____________________

Referred Employee:____________________

Company Name:____________________

Date of Hire:____________________

Ninety Day Date:____________________

Charged to BU/Department# ____________________

H.R. Signature:____________________

Bonus check to be given to:____________________

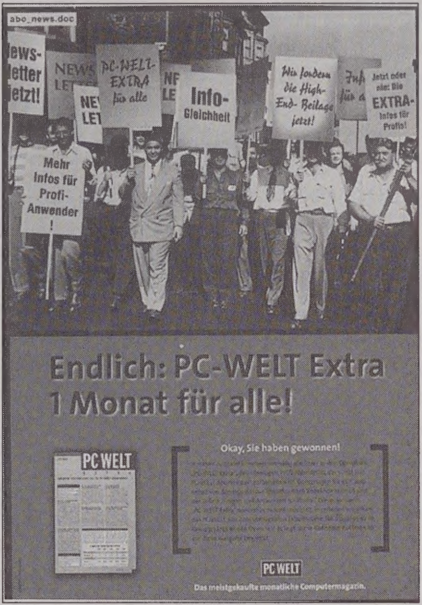
Bonus Amount: **$500** **$1,000**

# *PC Welt*'s Award-Winning Campaign Nets 34,000 Readers

An aggressive effort by *PC Welt* to boost subscriptions not only resulted in more than 34,000 new readers but also earned the publication a silver medal for direct marketing from the German Direct Marketing Association (Deutscher Direktmarketing Verband) and the German Post Corp.

The goal of the subscription campaign was to enhance *PC Welt*'s leading position in the German PC-magazine market by converting newsstand readers into subscribers, as well as reaching new subscribers.

Using a variety of tools such as advertising, supplements and direct mailings during the nine-month campaign, the magazine garnered 34,300 new subscribers. According to the IVW audit bureau, for the first three months of 1998, *PC Welt* had a total circulation of 347,572, of which 88,611 were subscribers.


abo_news.doc
News-letter jetzt!
NEWS LET
NEWS LET
PC-WELT-EXTRA für alle
NF LE
Info-Gleichheit
Wir fordern die High-End-Beilage jetzt!
Info für a
Jetzt oder nie: Die EXTRA-Infos für Profis!
Mehr Infos für Profi-Anwender !
Endlich: PC-WELT Extra 1 Monat für alle!
PC WELT
Okay, Sie haben gewonnen!
PC WELT
Das meistgekaufte monatliche Computermagazin.

**PC WELT'S SUBSCRIPTION CAMPAIGN** *used ads that offered potential readers a free copy of the subscriber's issue, which each month carries extra pages of editorial not found in the newsstand version.*

### Varied techniques

According to **Cary Buraty-Frey**, assistant circulation manager at IDG Magazine Verlag GmbH, the direct mail campaign, which was run by ad agency Graffiti Muenchen, used the following techniques to attract new subscribers:

- Subscribers receive the magazine before it is available on the newsstand.
- Every subscription issue has additional editorial pages that are not in the newsstand edition. These pages have a more professional focus, geared to topics such as how to solve networking problems.
- New subscribers receive a discounted subscription price, as well as a free CD with a variety of shareware, Internet programs and other applications and a small give-away gimmick, such as a mouse pad.

Buraty-Frey said that similar campaigns are run several times a year and that new readers are found through rented address lists of potential readers who appeared qualified for *PC Welt*.

*PC Welt* is poised to receive another German Direct Marketing Award. The annual themed gala event it organizes to recognize the *PC Welt* "Ads of the Year" is on the short list for an award later this year.

For more information on the subscription campaign, contact Buraty-Frey at caryburaty@compuserve.com.

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## HIGH-TECH BRIEFINGS

*continued from page 1*

America trends); IDC Europe Manager **Louisa Bordoni** (Western European trends).

In addition, **Frank Cutitta**, managing director, IDG Marketing Services/International, spoke on the cross-cultural aspects of international marketing on the Web, and CIO President/CEO **Joe Levy** and CIO Publisher **Gary Beach** moderated a panel of CIOs who discussed the decision process they go through when making a global technology purchase.

Outside speakers included technology marketing legend Regis McKenna, chairman of the McKenna Group; representatives of the consumer divisions of IBM and Hewlett-Packard who talked about how consumer use of IT varies around the world; and representatives of Compaq's ad agency DDB Needham and ad agency Carat Freeman who discussed juggling politics and mechanics of international media planning.

In addition to high visibility during the briefings themselves, IDG also garnered some good post-event publicity in an early June issue of *Ad Age*. According to a news brief: "...When Compaq ad boss Andrew Salzman a few weeks ago canceled out of an upcoming IDG marketing conference, IDG picked Steve Norcia to speak in his place. At the time, he was head of the soon-to-be-dead Digital account at DDB Needham. Now he's head of the new global Compaq account at DDB. And IDG looks golden for picking the perfect substitute."

**Melanie Edwards**, director of international strategic marketing for IDG Marketing Services, credited Cutitta for his "impressive foresight, long-established connections and quick dance steps" that led to the new keynote speaker. "The *Ad Age* publicity underscores IDG's closeness to senior executive clients and IDG's ability to turn lemons into lemonade," Edwards said.

For more information on the briefings, contact IMS' **Volker Heistermann** at volker_heistermann@idg.com.

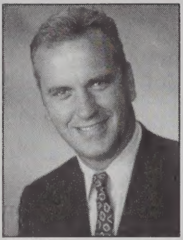
## IDG CHAIRMAN WILL ADDRESS ASIA IT SUMMIT

**IDG will have a presence at the upcoming Asia IT Summit, organized by the Pacific Economic Cooperation Council in Washington, D.C. Slated for Nov. 19-20 in Santa Clara, Calif., the Summit will feature CEOs from some of the world's top IT companies including Intel, Cisco, Hewlett-Packard and Microsoft. IDG Chairman Pat McGovern will also be among the speakers.**

**U.S. Vice President Al Gore is scheduled to kick off the conference, which has the theme "Commerce and Education in Pacific Information Economies." For more information on the summit contact Volker Heistermann at volker_heistermann@idg.com.**

## NOTEWORTHY

### PROMOTIONS



FELL

**Chris Fell** has been appointed vice president and managing director of IDC Australia. Originally from the U.K., Chris most recently spent two-and-a-half years at IDC in Framingham, Mass., where he served as vice president of worldwide research. He was responsible for the management of a number of IDC research areas including the Worldwide Black Book (IT market spending analysis), the Global IT Survey (the industry's leading survey of end users' spending intentions) and select vertical market research.

"Chris is a key player in our Australia research strategy," said **Dennis Philbin**, IDC Asia/Pacific vice president/managing director. "He brings the tools to revitalize and expand our local offerings as well as implement our recently announced expansions in server and professional services research."

Chris succeeds **Len Rust**, a 19-year IDC veteran, who will now focus on developing the most ambitious IT market conference in the Asia/Pacific region, the IDC Asian IT Forum, which will debut Oct. 24-27 in Sydney.

Prior to joining IDC, Chris spent five years as a director for Dataquest in the U.K., where he was most recently responsible for the company's European consulting business. Previously he ran that company's European PC, storage, software and channels research.

Chris graduated from the City of London University with a BA in economics. Chris and his wife, Sue, have three children.

DIEHLMANN

IDG WORLD UPDATE

**Uli Diehlmann** has been promoted from manager, performance testing to associate test center director, a new position within the PC World Test Center.

One of the origina employees of the test center, she "has been an integral part of the test center's growth and has made a phenomenal set of contributions to *PC World*," said Test Center Director **Julian Milenbach**. "Uli's professionalism, energy and sharp attention to detail have been essential elements to our success. "In her new role, she will continue to handle many roles which she had already effectively assumed including overseeing many of the day-to-day test project details, management of the Test Center warehouse operations and working with editorial on expansion of the Top 100 Access databases."

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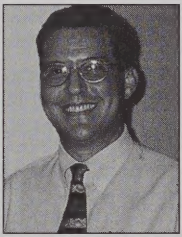
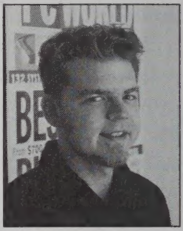


RAMOS

**Trino Ramos**, editor of *PC World Latin America* in Miami since the founding of the regional edition is adding the title of publisher. "Over the last couple of years Trino has proven himself an able ambassador to business units around Latin America," said International Publishing Services President **David Hill**. "A Latin American native [born in Cuba] with good publishing skills, broad knowledge of the markets and excellent people skills is the best person to work with our Latin American partners; Trino fills all these requirements. Among Trino's immediate goals are increasing the level of communication between IDG and the business units, facilitating access to IDG knowledge and resources for our partners, and providing a point of contact at IDG where Spanish is the native language. Since all *PC Worlds* in Latin America are produced by license partners of IDG, Trino will be fully involved in general support of IDG licensees in all ways."

### NEW EMPLOYEES



McCONNELL

IDG WORLD UPDATE

**Patrick McConnell** joins *PC World* as a circulation administrative assistant, moving from a temporary administrative position with the magazine's Human Resources department. He earned a B.A. in philosophy from Hendrix College in Conway, Ark., and plays guitar and collects records.

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Formerly a business reporter with *Electronic Times*, **Chris Porter** is now a staff writer with *PC Advisor* in the U.K. He holds a B.A. from Exeter University in Devon and enjoys cycling, skiing, tennis and scuba diving. "I play the drums and I'm looking for a band!" he reports.

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**Royanna Stidham** joins IDG Books in Indianapolis as a credit specialist, coming from Maytag Appliance Sales in Newton, Iowa, where she was a financial consultant and in her off hours served on the board of a community theater. A graduate of the University of Indianapolis, she enjoys gardening and ballroom dancing.

*All business units are welcome to send information and photos for the Noteworthy section to: world_ update@idg.com.*

### IDG BOOKS IPO

*continued from page 1*

information about IDG Books Worldwide is available from the company's SEC filings or by visiting its Web site, http://www.idgbooks.com. The Nasdaq Web site is http://www.nasdaq.com.

### IDG PHOTO CALENDAR CONTEST SEEKS ENTRIES!

**IDG's 15th annual International Photo Calendar Contest is now under way. All employees worldwide are encouraged to submit up to two black-and-white or color photographs or slides. Photos must be taken by the employee submitting them and should be clearly labeled with the employee's name, business unit and address, telephone and fax numbers and an e-mail address. Deadline for submission is Sept. 14. Any questions, please contact Penny Winn (penny_winn@idg.com) or Patricia Smith (patricia_smith@idg.com).**

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

### TWENTY-FIVE YEARS
Shirley Day-Kohn - IDG Germany

### TWENTY YEARS
Karl Heinz Zimmermann - IDG Germany

### NINETEEN YEARS
Renate Kretz - IDG Germany

### SIXTEEN YEARS
Saiman Hui - IDG

### FIFTEEN YEARS
Georg Sing - IDG Germany

### FOURTEEN YEARS
Susan Searle - IDG Australia

### TWELVE YEARS
Chris Cuoco - Computerworld

### ELEVEN YEARS
Molly Leung - IDG Hong Kong

### TEN YEARS
Marlene Tobias - PC World
Ellen Sanderson - IDG
Megan Santosus - CIO

### NINE YEARS
Elfriede Ommerborn - IDG Germany
Gabriele Lange - IDG Germany
Michael Klein - IDG Germany
Josef Gruber - IDG Germany
Gry Lundquist - IDG Denmark
Kelly Conlin - IDG

### EIGHT YEARS
Raymond Shen - IDC China
Rich Marino - PC World
Lisa Ladle Wallace - Computerworld

### SEVEN YEARS
Keith Henry - IDC U.K.
Junichi Togashi - IDG Japan
Tiziana Parma - IDG Italy
Michal Pospisil - IDG Czechoslovakia

### SIX YEARS
Jutta Ruppert - IDG Germany
Brian McMillen - IDG Books

### FIVE YEARS
Ricardo Pieroni - IDG Argentina
Esma Cavusoglu - IDG Turkey
Piper Fowler Sheer - Computerworld
Michele Peoples - IDG Research

### FOUR YEARS
Cameron Tomes - IDG Australia
Jackeline De Carvalho - IDG Brasil
Melissa Duffy - IDG Books
Dale Stefani - IDG Books
Bill Helling - IDG Books
Thomas Dassel - IDG Germany
Michael Schelhorn - IDG Germany
Kristine Equihua - IDG Central Services

### THREE YEARS
András Nyiro - IDG Hungary
Christian Jahr - IDG Germany
Gudrun Reukauf - IDG Germany
Jane Martin - IDG Books
Helen Gore - IDG Books
Debbie Chang - IDG Taiwan
Jørn Jensen - IDG Denmark
Arne Steinmark - IDG Denmark
Martin Jørgensen - IDG Denmark
Pia Stenkajaer - IDG Denmark
Thomas Mortensen - IDG Denmark
Maren Baumann - IDG Switzerland
Beat Hochuli - IDG Switzerland
Jeff Kruta - PC World
Kamer Polat - IDG Turkey
Heather Madden - IDG Research

### TWO YEARS
Solange Abreu - IDC Brazil
Achim Schäfers - IDG Germany
Stefan Gruenwedel - IDG Books
John Read - IDG Books
Eithne Devine - IDC U.K.
Mieko Nishi - IDG Japan
Mikihiko Nomoto - IDG Japan
Rumi Nakano - IDC Japan
Akiko Karasawa - IDC Japan
Henry Sueh - IDG Taiwan
Carol Wang - IDG Taiwan
Cheryl Chang - Computerworld Taiwan
Joy Wang - Computerworld Taiwan
Selina Hsu - PC World Taiwan
Charlotte Andersen - IDG Denmark
Nina Bach - IDG Denmark
Melissa Gruber - PC World
Bahar Erdel - IDG Turkey
Denyce Kehoe - Computerworld
Brian Kukowski - IDG
Joan Bonadeo - CIO

### ONE YEAR
Cristiane Bottini - IDG Brazil
Fabio Santana - IDG Brazil
Paulo Cesar Amaral Lapa - IDG Brazil
Wolfgang Terhörst - IDG Germany
Gerd Mittmann - IDG Germany
Eireen Junge - IDG Germany
Peter Arnegger - IDG Germany
Jason Whitaker - IDG Books
Cyndra Robbins - IDG Books
Barry Pruett - IDG Books
Rebecca Senninger - IDG Books
Jill Alexander - IDG Books
Coco Hsu - Computerworld Taiwan
Jan Holm - IDG Denmark
Anders Lund - IDG Denmark
Peter Svendsen - IDG Denmark
Michael Schjøtt Olesen - IDG Denmark
Poul Hilbert - IDG Denmark
Sujay Bhattacharya - IDC Singapore
Katerina Jandova - IDG Czechoslovakia
Hao Quach - PC World
Laura Koetzle - PC World
Todd Carville - Web Publishing
Bing Zheng - IDG China

## IDG NEWS SERVICE OFFERS DISCOUNTED COMDEX HOTEL ROOMS FOR EDITORS

**Planning to attend Comdex/Fall'98? The IDG News Service has again secured a block of rooms at the Royal Hotel & Casino, a five-minute walk from the Las Vegas Convention Center and the temporary home of the News Service's International Newsroom. The cost this year will be US$150 per night (plus 9% tax) during the show (Nov. 15-19, 1998), compared with $185 to $300 per night for any other hotel in the vicinity of the Convention Center. (Other nights, such as Friday or Saturday before the show, will cost only $90.)**

**Rooms will be prepaid by the News Service and charged back to your company through intercompany invoice. The rooms will be allocated on a first-come, first-served basis, and the hold on some rooms expires Sept. 1, so reserve yours now.**

**For more information, contact IDG News Service Editor-in-Chief Rob Garretson at rob_garretson@idg.com.**

CELEBRATING 10+

# Ann-Charlotte Berg

**HOME:** Stockholm, Sweden

**JOINED IDG:** September 1979 at Nova Media (later purchased by IDG) as an assistant in the subscription department.

**CURRENT TITLE:** Product Manager, in charge of selling reprints of all IDG Sweden publications.

**MOST CHALLENGING PART OF YOUR JOB:** Increasing the estimated revenue.

**LATEST ACCOMPLISHMENT:** Being a good mother, having a career and still, after 35 years, being married to the same man.

**WHAT'S THE MOST MEMORABLE THING THAT'S EVER HAPPENED TO YOU AT WORK?** When the process reproduction firm burned down with all the films for one magazine just before printing we managed to recreate everything. This was in the late '80s before everything was computerized.

**WHAT'S KEPT YOU AT IDG FOR 10 YEARS?** The brilliant staff, the flow of information, the freedom with responsibility and an outstanding managing director.

**INTERESTS OUTSIDE THE OFFICE:** Opera, concerts, art exhibitions and theater.

**FAMILY:** Husband Nils Berg; children Christian Berg, 30, and Louise, 26.

**WHAT SKILL DO YOU WISH YOU HAD THAT YOU DON'T HAVE?** The ability to learn foreign languages easily.

IDG CHAIRMAN PAT McGOVERN ESCORTS IDG SWEDEN'S *Ann-Charlotte Berg to lunch in honor of her many years of service to the company.*

**FANTASY JOB:** To be responsible for the exhibitions in a costume museum.

**YOUR IDEA OF A PERFECT DAY ALONE?** A retreat in a convent.

**ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WAS ON FIRE?** Jewelry made by my mother.

**MANAGER'S PROFILE:** "Ann-Charlotte has been working with me for nearly 20 years. Her charm and her smile have always spread sunshine in our offices. She runs our smallest business unit — reprints — but one with the highest profit margins."

*- Bengt Marnfeldt, country manager, IDG Sweden*

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries. IDG also produces 168 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The *IDG World Update* staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 32 August 10, 1998

ON LINE: PC ADVISOR'S KIT GOULD TAKES A TURN THIS WEEK
PAGE 3

CIO'S MILLION-DOLLAR GRANT PROGRAM CONTINUES TO BENEFIT RECIPIENTS
PAGE 4

THE INDUSTRY STANDARD'S BILL BRAZELL DEFINES DIFFERENCE BETWEEN THE SEXES
PAGE 5

# IDG WORLD UPDATE

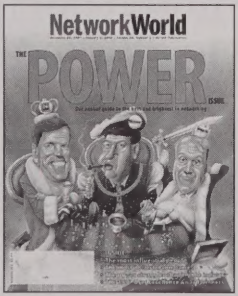
PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

## *Computerworld*, *Network World* Take Top Honors for Editorial Excellence

### Publications among 59 winners in the ninth annual Folio awards

*Computerworld* and *Network World* are making a habit of being among *Folio:magazine*'s Editorial Excellence Awards honorees. Both publications were notified last month that they had earned the prestigious awards: *Computerworld* for the third consecutive year and *Network World* for the second time in three years.

For the Editorial Excellence Awards, magazines compete against the standards that they set for themselves rather than against each other. A panel of industry experts rated how clearly the contestants' mission statements were defined, then looked at how well each magazine's editorial content, creativity and design fulfilled its mission statements.



*Computerworld*'s April 14, 1997, issue won the Computing category. According to the judges, "In the cold world of hardware and software, it's great to see a publication maintain the human aspect behind computing."

"The most gratifying part of winning this award was having the judges complement us on covering the human side of technology," noted CW Editor-in-Chief **Paul Gillin**. "We work so hard to relate to our readers as people, not just as technologists, and it's nice to see those efforts recognized."

*Network World*'s Dec. 29, 1997, issue won the Telecommunications category. "Not only does the magazine have a sense of humor, it keeps the pace, with fantastic graphics and stories that engage even the non-network manager," the judges noted.

To ensure *Network World* stays true to its mission, Editor-in-Chief **John Gallant** said he and his staff constantly review their mission statement to make sure the magazine is truly providing a service to its readers.

"We live by our mission, to make sure that our staff knows what it means, who we are representing and what we do and don't cover," he said.

This year's contest drew 472 submissions, more than ever before; 59 were chosen as winners.

Winners of the ninth annual Editorial Excellence Awards were listed in the Aug. 1 issue of *Folio* and will be recognized at a ceremony following the Folio:Show in New York City on Nov. 4.

## IDG Teams with Microsoft for Developer Days

### IDG's global publishing presence key to partnership

IDG will join with Microsoft as part of Microsoft Developer Days 1998. The one-day event, which is expected to attract more than 75,000 developers in more than 100 cities around the world, will inform and educate software developers on the latest tools for building business solutions.

Microsoft Developer Days 1998 is scheduled for Sept. 2 in the U.S. and Canada and will take place in more than 50 other countries during September and October. The seminar will focus on educating the thousands of software developers on Windows NT 5.0, Visual Tools and Internet technologies. Updates on other platforms and tools will also be presented. Now in its fifth year, Microsoft Developer Days has grown to become the biggest developer event in the IT industry.

In order to reach our audiences in 51 countries and 120 different cities," said Paul Gross, vice president, Developer Tools division at Microsoft, "we needed to partner with a media company that had the understanding of how to reach developers. IDG is an ideal publishing partner for this global event."

• CONTINUED PAGE 2 •

## IN BRIEF

# *CW* Orchestrates 10-City Tour for Dell Server Introduction

**COMPUTERWORLD'S STUART DALE (RIGHT) AND TEJAS VAKIL,** *Dell's vice president of marketing for servers worldwide, conclude the 10-city tour announcing Dell's new line of servers.*

As part of its integrated marketing program for clients, *Computerworld* recently organized a 10-city U.S. tour for Dell Computer Corp. to introduce its new Poweredge 6300 line of servers to more than 800 enterprise buyers.

**Stuart Dale**, marketing manager for *Computerworld*, worked with Dell's server product manager to develop, promote and produce the half-day seminar series in just eight weeks. A 70,000-piece direct mailing went to selected *Computerworld* subscribers and Dell customers and prospects. *Computerworld* was responsible for the telemaketing, onsite logistics and creation of the online registration page, while public relations firm Price Lampert handled the registration process.

### DEVELOPER DAYS

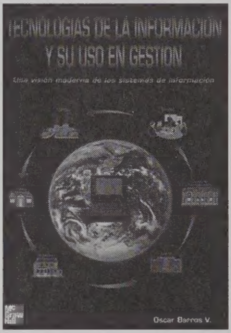
*continued from page 1*

"Microsoft and IDG make a great team — one that's ideally suited to bring trusted information on the latest tools and applications for building new software solutions to developers around the world," said **Steve Fricke**, director of national accounts at IDG Marketing Services.

IDG and Microsoft will execute an integrated co-marketing program consisting of a 24-page advertorial and display advertising in U.S. and international editions of *Computerworld*, *PC World*, *InfoWorld*, *Network World*, and *Solutions Integrator*, among other IDG publications. Web advertising and direct mail will also be part of the program. For more information, contact **Jessica Semmel** at jessica_semmel@idg.com.

# Latest Book from Chile's Oscar Barros Examines Use of IT in Modern Management

**Oscar Barros,** president of IDG's 22-year-old Chilean publishing partner Publicaciones en Computacion, Ltda., recently published his eighth book.


TECNOLOGIAS DE LA INFORMACION
Y SU USO EN GESTION
Una visión moderna de los sistemas de información
Oscar Barros V.

*Tecnologias De La Informacion Y Su Uso En Gestion, Una vision moderna de los sistemas de informacion* ("Information Technologies and Their Uses in Management, A modern vision of information systems") deals with IT and its relationship to modern management. "In particular, it clarifies how IT supports and makes feasible a new management paradigm," Barros said. "It reviews all the current developments in IT — network computing, [the rise of the Internet], data mining — and summarizes modern management ideas.

The audience for the book, according to Barros, is managers who want to learn how technology will change the way firms are run and IT specialists who want to know the possibilities new management can offer IT.

The book had an initial print run of 10,000 and is currently being distributed in Latin America and Spain by McGraw-Hill.

A teacher at the University of Chile for more than 20 years, Barros has also written *Business Process Reengineering* (1995) and *Object-Oriented Development* (1996). He earned a Ph.D. in industrial engineering from the University of Wisconsin.

## Photo Calendar Contest Deadline Approaching!

Don't miss your chance to have your photograph included in the last IDG employee photo calendar of the century! All employees are invited to submit up to two color or black-and-white photos (or slides) for consideration. Cash prizes of $250, $150 and $100 await the top three winners. A month's worth of fame will accrue to all 12 photographers whose photos are selected!

Please be sure each photo is clearly labeled with your name, business unit, address, telephone number and e-mail address. Send your entries to : IDG World Update, 31 Milk St., Boston, MA 02109, U.S. Questions? Contact **Penny Winn** (penny_winn@idg.com) or **Patricia Smith** (patricia_smith@idg.com).

# ON LINE

**KIT GOULD**

*The publisher of U.K.-based PC Advisor is this week's columnist. Part 2 of his column will appear in an updoming issue.*

## PC ADVISOR AT-A-GLANCE

**Number of employees:** 36

**Web site:** PC Advisor On-line <http://www.pcadvisor.co.uk>

**Launched:** October 1995; IDG purchased the publication in February 1996.

***PC Advisor*'s niche:** The general business manager in small and medium-size companies, i.e. the PC-proficient manager who has PC purchasing as part of his/her overall responsibilities.

**Market position:** Second-highest-selling monthly computer magazine in the U.K. Latest circulation is 136,009. No. 1 is Dennis Publishing's *Computer Shopper* with a circulation of 157,000.

**Business unit's latest accomplishment:** Circulation is up 24% year over year and revenue is up 59% year over year. *PC Advisor* is the first title in this country to move to a fixed rate card based on a rate base guarantee.

**Top three goals for FY99:**
- Take circulation to over 150,000 and lock ad rates to circulation (never done in the U.K. before).
- Exploit brand to produce additional revenue streams.
- Explore new magazine opportunities.

**Q The U.K. has been described as the most overpublished IT market in the world. Why is that?**

A There are around 200 computer newspapers and magazines currently published in the U.K. and in addition to the usual global players there are several strong local publishers. Computer magazines dominate the U.K. publishing scene — six of the ABC's Top 10 business magazines are IT titles. The causes behind these astonishing facts are due to three basic reasons — the strategic importance of the U.K., the potential rewards for market leaders and the low cost of entry into the market.

In the U.K., *PC Advisor*'s nine-title advertising market is valued at around $60 million. There are some real star performers with several titles producing similar profits and margins to the biggest titles in the U.S. All of the major global players place a very high priority on having a set of market-leading offerings in the U.K. in order to have worldwide credibility.

As many of you will know, this year IDG formed an alliance with Reed/Elsiver as the best route to extend the *Computerworld* and Channelworld product lines into the U.K. This fall the U.K. will have five weekly PC/MIS newspapers and four weekly channel titles. In such a crowded market it made sense for IDG to link up with the two existing market leaders and immediately offer market-leading options.

With the financial results from owning a market leader so high, many of the local publishers have introduced what I would term "defensive" titles designed to protect their leading propositions from attack. The low cost of entering this market due to the ease of establishing a newsstand presence and a relatively small investment required to develop subscription bases allow many titles to launch on a whim. It is calculated that many of these secondary titles run losses for many years. The publishing scene is, however, changing in favor of the large global players, such as IDG, but in a market where many of the more established magazines are more then 20 years old this process will take some time.

For *PC Advisor* the need to demonstrate a serious intent to enter this market was paramount, and our strategy was to offer editorial excellence backed up by powerful marketing activities. Having established such a strong magazine, we are now concentrating on offering value-added services to support the growth of our ad page yield.

**What's the U.K. market's perception of IDG publications?**

IDG has a strong and growing perception among U.K. advertisers, particularly among those whose experience extends beyond our shores. IDG Marketing Services has contributed very strongly to this impression, and IDG has by far the best and most professional offerings on the European/international scene.

We recently commissioned our annual market research amongst the advertising community to establish what marketing activities and messaging are working best. Apart from guiding our efforts for next year's marketing spending, the results indicated that IDG is rapidly rising up the ranks compared with rival publishers and making significant steps forward in terms of overall perception.

When *PC Advisor* was re-launched, we used IDG's global standing to indicate our resolve and determination. In re-launching the title, we thoroughly researched the reader market and repositioned the publication so the accent was on the business user. Second, we raised the production values and increased the newsstand draw. Third, we recruited the best journalists, marketers and sales people in the marketplace. With this talented team and by following IDG's core values, we turned this investment into huge gains in revenues and copy sales. Simple formulae often work best. *PC Advisor* is now considered a core, market leading title and this year's annual growth of 59% in reader and advertiser revenues demonstrates that we struck a strong resonance with both communities.

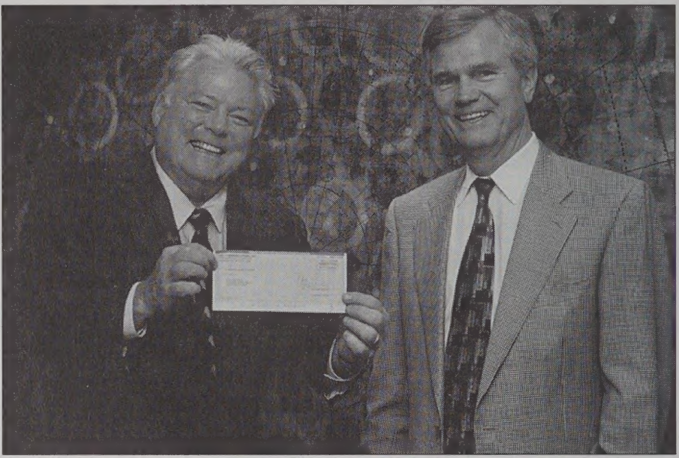
# *CIO*'s Million-Dollar Grant Program Continues to Bear Fruit

The scholarship program established by *CIO* last year to mark its 10th anniversary continues to benefit educational institutions throughout the U.S., while at the same time, honoring influential IT industry leaders (See *IDG World Update*, Oct. 6, 1997).

The $1,000,000 fund will be distributed throughout the next several years in the form of separate grants. Each year, *CIO* will select a group of IT executives who have made major contributions to the industry and award $10,000 scholarships in their names to the educational programs of their choice.

Said CIO Communications CEO **Joe Levy**, "Most publications, when they reach a key birthday just throw a party. I thought that with the crisis in education, it might be nice to do some good for future generations. CIO benefits by doing a good deed, and we help to raise the visibility of the IT industry as a good place to work."

To date, six scholarships have been presented. Charles Wang, CEO of Computer Associates International, awarded his grant to the College of Engineering and Applied Sciences of the State University of New York at Stony Brook; David Duffield, CEO of PeopleSoft presented a check to the San Francisco Unified School District; Intel CEO Andrew Grove awarded his grant to the Hispanic Association of Colleges and Universities; Lawrence Ellison, Oracle CEO, selected Walnut Park Elementary School; and Netscape CEO James Barksdale gave his check to Barksdale Honors College. Most recently, Eckhard Pfeiffer, president and CEO of Compaq, presented a $10,000 grant to Rice University.



GEOF NESOSSI

**RICE UNIVERSITY PRESIDENT MALCOLM GILLIS HOLDS UP A** *check for $10,000 given to the university by Compaq CEO Eckhard Pfeiffer (right). The check is part of a $1 million fund established by CIO to honor IT innovators and benefit educational institutions.*

Noted Pfeiffer, "*CIO Magazine* should be recognized for the contributions of its Leaders of the Information Age scholarship fund. Efforts like this — partnerships between the computer industry, forward-thinking organizations like CIO and leading educational institutions — hold great promise for the future."

Other IT executives selected by CIO to participate in its Leaders of the Information Age scholarship fund include: Les Alberthal, Electronic Data Systems; Eric Benhamou, 3Com; John Chambers, Cisco Systems; Michael Dell, Dell Computer; Bill Gates, Microsoft; Louis Gerstner, Jr., IBM; and Scott McNealy, Sun Microsystems.

# ExecuTrain Offers Discounted Training for IDG-ers

ExecuTrain, the Atlanta-based business technology training firm of which IDG is a majority shareholder, is now offering discounts to IDG employees worldwide.

Pricing discounts vary according to country in which the course is taken and the category of course taken. Level A pricing covers China, Mexico and Turkey; Level B is for Australia, Canada, the Middle East, Southeast Asia, South Africa, South America, Spain and the United States; and Level C covers France, Germany, Italy, Japan, Sweden and the U.K. The course categories range from one-day classes in standard desktop applications to five-day authorized Microsoft ATEC courses.

For instance, a one-day, standard desktop application course costs $100 at Level A, $145 at Level B and $200 at Level C. Among ExecuTrain's more popular courses are the following:

- Standard desktop applications for the PC and Macintosh are offered for all Microsoft Office applications, Windows 95 and 98 and Lotus Notes End User, among others.
- Technical courses are offered in HTML, Lotus Notes and Java.
- Microsoft ATEC Courses, which ready students for Microsoft MCSE and MSP certification, include Windows NT, SQL Server, Visual Basic and C++.

ExecuTrain.

According to ExecuTrain, courses "would be most useful to department or business-unit managers that need to provide training for groups of seven or more on the same topics." ExecuTrain will also customize courses to meet IDG-specific requirements.

Course catalogs are available. The best way to access them is to visit the ExecuTrain Web site at <www.executrain.com>. This site also lists all of ExecuTrain's international locations and class schedules per location and offers preregistration. Course catalogs can also be requested via e-mail at <idgtraining@boston.executrain.com>. U.S. employees can call 888-546-5238 to be linked to the nearest ExecuTrain office.

*For more information, contact Sales and Marketing Manager Dawn Tice at 508-879-2121, ext. 227; dawnt@boston.executrain.com.*

IDG

## *Job Opportunities - August 10, 1998*

**National Accounts Manager (CHSG)**
The National Accounts Manager will be responsible for generating incremental Solutions Integrator sales to major national accounts, coordinating sales with other IDG publications, and evangelizing SI to the IMS staff. This position will also develop competitive presentations against our primary competitor's newest offerings and promote their use across the sales staff. Recent and previous experience selling publishing directly to national accounts required. Direct knowledge and experience of IDG selling and work practices strongly desired. Will require 30% - 50% travel. *Location: San Mateo, CA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Account Executive (2) (CIO)**
CIO Magazine is looking for 2 Account Executives to join the CIO sales team. One position will be located in the Fairfield, NJ office and the second will be located in the San Francisco, CA office. This position is largely an inside sales position, but some outside selling and service will be necessary. In this position you will be responsible for servicing existing business as well as prospecting new clients. You will also be responsible for the research of clients/prospects and development of special opportunities. Candidates must have a minimum of 3 years inside/outside sales experience. The ideal candidate will have a strong phone presence, strong sales administration and organizational skills, and the ability to close business on the phone! Candidates should be able to work well both independently and as a member of the sales team. Familiarity with the high tech market is a plus. *Location: Fairfield, NJ and San Francisco, CA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Senior Web Developer (CIO)**
CIO.COM is seeking an experienced web developer/engineer to join its team. The ideal candidate will have a minimum of 2 years experience with a variety of Web technologies, including HTML, cgi, perl, Cold Fusion, RealAudio/Video, and server administration. Must be able to work in a team-based environment and be able to lead projects. Must have considerable knowledge of the Internet, Networking, SSL, Internet Payment Processing as well as ad banner systems (preferably DoubleClick). Apache and Solaris Administration a plus. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Research Analyst, Storage (IDC)**
IDC's Storage Systems group is looking for a Research Analyst for the Worldwide market to support and grow this dynamic research business. This position has primary responsibility for data collection, monitoring and reporting on current events in the disk storage systems market place. Other responsibilities include responding to customer inquiries, insuring consistency of data, and participating in custom research projects. The ideal candidate should possess a strong understanding of research techniques and have excellent communication (oral and written) skills. Travel will be required. Spreadsheet experience essential. *Location: Framingham, MA*
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4133, Email: ebaptiste@idcresearch.com

**Senior Research Analyst, Latin America Services (IDC)**
IDC's International Research Group is seeking an individual with superior analytical, communications, and spreadsheet skills to manage IDC's services research in Latin America. The successful candidate will have excellent verbal and written communication skills, experience in project management, be detail-oriented, and be able to work as a team member with other IDC analysts. Requires two years market research experience in Services or Software. Knowledge of Spanish is preferred. Position will be located in Miami, FL. Some travel to the region will be required.
*Location: Miami, FL*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

**Sales Representative (IFW)**
InfoWorld is seeking a Sales Representative for the recruitment advertising division. The Sales Rep. will prospect, sell and maintain recruitment advertising for our publication. Requires 2-3 years of telephone and/or outside sales experience, preferably in recruitment advertising, excellent customer service and communication skills. Knowledge of Windows 95, Lotus Notes, and Desktop Publishing preferred. BA/BS in marketing business, or equivalent, knowledge of the computer/high-tech industry, and internet experience highly desired. *Location: Flexible*
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: resumes@infoworld.com

**Advertising Coordinator (Mac Pub)**
eMediaweekly is seeking an organized, detail oriented individual to coordinate advertising space reservations. Responsible for tracking ad sales and positioning requests, generating revenue reports, processing insertion orders, and special analysis projects for sales management and the Business Director. The position serves as a liaison from the Sales department to the Credit, Billing, and Production departments. The successful candidate will be proactive, with strong communication and time management skills. *Location: San Francisco, CA*
Contact: K. Elken, Fax: 415-278-8550, Phone: 415-243-3515, Email: karl_elken@emediaweekly.com

**Classified Account Executive (Mac Pub)**
eMediaweekly is seeking a talented individual to sell advertising space via telephone. This person will be responsible for the continued growth of sales within the assigned territory; organize and plan territory by developing strategies and forecasting; develop new business through prospecting; make contacts and provide startup services; sell, maintain and service existing accounts. *Location: San Francisco, CA*
Contact: K. Elken, Fax: 415-278-8550, Phone: 415-243-3515, Email: karl_elken@emediaweekly.com

**District Sales Manager (Mac Pub)**
The San Francisco office is seeking a high energy sales professional to join the eMediaweekly team. You will be responsible for all sales activity in the San Francisco Bay area territory. The ideal candidate should have a minimum of 3+ years of outside sales experience. *Location: San Francisco, CA*
Contact: K. Elken, Fax: 415-278-8550, Phone: 415-243-3515, Email: karl_elken@emediaweekly.com

**Director of Direct Response Sales (NW)**
Network World is looking for a sales professional with a minimum of 2 years of management experience, interested in sales targeted at back of the book classified ads or small space sales, to lead the Direct Response department. Responsibilities include managing a team of 6 people, 4 of whom are inside sales reps, to generate ad revenue. Previous experience selling classified ads, knowledge of publishing, technology and business markets, as well as strong ability to work with agencies and develop new and existing accounts required. This person should be creative and willing to explore new advertising approaches to classified print advertising. *Location: Framingham, MA*
Contact: D. Caldwell, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

**Director, Special Sections (PCW)**
Reporting to the VP/Associate Publisher, the Director, Special Sections will develop and execute print publishing initiatives such as advertorials and special sections with advertisers outside PC WORLD's established base, as well as plan and manage industry publishing partnerships for PC WORLD. Candidates should have substantial (10+ years) previous success in print publishing advertising sales, current senior-level client contacts, knowledge of relevant industry markets, and familiarity with recent research. Strong financial, communications, staff and project management skills are essential with knowledge of contract law, production technology/methods, circulation and distribution systems extremely helpful. Candidates should plan on long hours and extensive US travel (80+ %) to meet with clients, make sales calls, attend conferences and events, and work with national sales staff. *Location: TBD*
Contact: B. Carrigan, Fax: 201-712-9786, Phone: 201-587-7317, Email: bob_carrigan@pcworld.com

**Human Resources Receptionist/Administrative Assistant (IDG)**
The individual in this position will be responsible for serving as Receptionist of the Corporate Human Resources Department and providing administrative support to members of the HR staff as required. Duties include: filing, copying, distributing incoming faxes, administrating various employee programs, maintaining stockroom inventory, providing phone coverage, producing the weekly Job Opportunities Update, and assisting with additional projects as required. Excellent customer service necessary. Must be computer literate with emphasis on MS Office for Windows. Familiarity with Human Resources procedures and Lotus Notes databases is helpful. *Location: Framingham, MA*
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: anne_schneider@idg.com

**Manager, Standard Research (IDC Italia)**
The position is responsible for all analysis and outlook published by IDC Italia's Standard Research Division, and coordinates team of 2 (1 senior analyst, 1 junior analyst). Reports to IDC Director of European Vertical Markets Expertise Centre. Tasks include: developing strategies and plans on IDC Italy's standard research deliverables, supported by IDC Director of EVM and in coordination with IDC Italy sales; developing all deliverables of IDC Italy's standard research programs in the areas of overall IT spending trends (by technology and vertical markets), as well as of hardware, Internet and Telecom technology; coordinating and ensuring best quality of all deliverables in the Standard Research Programs; supporting a hotline service (MIS) aimed to provide customized access to IDC Italy research base; delivering presentations at customer sites or IDC events; supporting pre-post sales actions targeted to IT and telecommunications players; supporting senior level communication with IDC customers; interfacing with IDC European expertise centres active in the above mentioned areas. Skills required: Native Italian, teamwork and coordination capabilities, market research analysis capabilities, ability to communicate effectively and support sales negotiation, ability to develop and implement strategies and plans developed by senior management on research deliverables, and deep knowledge of the IT and telecommunications industry. *Location: Milano, Italy*
Contact: L. Bordoni, Fax: +390-2-28457333, Phone:+390-2-28457332, Email: lbordoni@idc.com

**Senior Research Analyst, Software and Services (IDC Italia)**
The position is responsible for all analysis and outlook published by IDC Italia on the Italian Software and Services Marketplace. Reports to IDC Italy's Manager of Standard Research. Tasks include: developing market studies and company profiles in the areas of software and services (especially with regard to ERP and Data warehouse technologies); supporting a hotline service (MIS) aimed to provide customised access to IDC Italy research base-delivering presentations at customer sites or IDC events; supporting pre-post sales actions targeted to software and services players; supporting senior level communication with IDC customers; interfacing with IDC European expertise centres active in those areas. Skills required: Native Italian, market research analysis capabilities, ability to communicate effectively and support sales negotiation, implements strategies and plans developed by senior management on research deliverables, deep knowledge of the software and services industry. *Location: Milano, Italy*
Contact: L. Bordoni, Fax: +390-2-28457333, Phone:+390-2-28457332, Email: lbordoni@idc.com

**Business Systems Analyst (IDG)**
IDG Corporate Services Group is seeking a highly motivated, results-oriented individual to join our Information Services team in a fast-paced environment with many interesting technologies and projects. Splitting time between San Mateo and San Francisco, this individual will assist our West Coast business units in using our technologies to their utmost capabilities, improving their business units' productivity and profitability. Responsibilities include supporting approximately 10 business units in their use of the corporate financial systems, including Computron's GL, AP and FA, Coda's AR, and an in-house order entry and billing system. Will also work with technologies such as Arbor's Essbase, Cognos's Impromptu, and our Intranet reporting system. Ideal candidate must have strong accounting or finance skills, experience with financial systems, interest in technology, excellent communication skills, and the ability to work independently. Degree in accounting or finance preferred and 3-5 years experience working in accounting or finance. Periodic travel to the East Coast and other locations required. *Location: San Francisco and San Mateo, CA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Sales Associate (IDG Games Media Group)**
IDG Games Media Group (GamePro and PC Games) is seeking a Sales Associate for its Boston-area office to provide support to the Eastern Region Sales Manager. This position will be involved in all administrative facets of advertising sales, including file maintenance, database tracking, customer service and general administrative assistance. Ideal candidate will have a minimum of 2 years experience, excellent organizational skills, ability to multi-task, excellent communication skills (written and verbal), problem-solving and decision-making abilities, and knowledge of MS Office. Familiarity with the publishing industry is a plus. *Location: Boston, MA*
Contact: M. Catolico, Fax: 415-267-1742, Phone: 415-978-3272, Email: maria_catolico@idg.com

**Features Editor (2) (CIO)**
CIO Magazine is looking for two Features Editors to join its editorial department. The Features Editor will work closely with in-house and freelance writers on story development, direction, and focus; assist in the idea-generation process; assign stories; and write occasional short items. The individual in this position will be responsible for editing copy for content, organization, clarity, and completeness. Three years of feature editing experience is required.
*Location: Framingham, MA*
Contact: A. Jones, Fax: :508-935-4600, Phone:508-935-4315, Email: alana_jones@idg.com

**Accounting Support Specialist (IDG Games Media Group)**
IDG Games Media Group has an immediate opening for an Accounting Support Specialist. Responsibilities include processing accounts payable, accounts receivable, and special projects, as needed. The ideal candidate will be organized, detail-oriented and have the ability to work independently or as a team player who excels in a fast-paced, deadline-oriented environment. Speed, accuracy, excellent communication skills (written and verbal), and computer experience are essential. Minimum of 2 years accounting experience required; college degree a plus.
*Location: San Francisco, CA*
Contact: M. Catolico, Fax: 415-267-1742, Phone: 415-978-3272, Email: maria_catolico@idg.com

**Network Administrator (IDG Games Media Group)**
IDG Games Media Group is currently seeking a Network Administrator for its Information Systems department. Responsibilities will include the design, implementation, and administration of LAN-based file, application, and email services. Qualified candidates must have a strong background in Windows NT Server 4.0 and Lotus Domino/Notes 4.6x administration. The position also requires a minimum of two years experience with network architecture, TCP/IP, DNS, SMTP, POP3, Novell Netware, Cisco routers, and dial-in remote access. Mastery of Windows- and Macintosh-based client machines is essential. A willingness to participate in a rotating shift for on-call duty is required. Strong communication skills are expected. Please submit salary requirement along with your resume.
*Location: San Francisco, CA*
Contact: T. Kim, Fax: 415-546-5225, Phone: 415-978-2279, Email: tkim@gamepro.com

**Editorial Assistant (5 positions open) (IDG/B)**
This is an entry-level position designed to provide administrative support to development editors and editorial managers in both general interest trade and the technical computer trade sectors of our business unit. You must be very organized, detail oriented, able to multi-task, follow through on projects, problem solve, able to self-manage with excellent communication skills. Computer skills necessary. This is an excellent opportunity to become a team player and to learn the publishing industry. *Location: Foster City (CA), New York (NY), and Chicago (IL)*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

**Event Producer (IDG/CMC)**
Highly skilled individual required to manage business and production of IDG branded, high profile, consumer, pop-culture events. Will be responsible for leading production team and must be bottom line oriented with strong team orientation. Must have strong event and brand marketing skills in the arena of a large scale, highly visible event. The ability to work in a fast paced, high energy environment with little direction is critical. Minimum 5 years experience producing consumer events (no exceptions, please) and managing a live show with talent and press required. Experience producing high level events and conferences a plus. Must work well in a fast paced, informal, startup, collaborative environment, where often "all hands" are required. Strong project leadership and supervisory skills required. Must have experience with Macintosh computers and proficient in the following software: MS Project, FileMaker Pro, Microsoft Word, Excel, Web Browsers and E-Mail packages. *Location: San Mateo, CA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Associate Research Analyst (IFW)**
Will complete syndicated research reports using PC database program. Knowledge of Telmar or IMS helpful but not necessary. Will train the right candidate with a positive "can do" attitude. Must have strong math and excellent communication and customer service skills. Must be able to self-manage multiple tasks and projects. Proficiency in PowerPoint and Excel a plus. *Location: San Mateo, CA*
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: resumes@infoworld.com

**Account Executive/Inside Partner (IFW)**
The role of this position is to work in cooperation with the Regional Manager to achieve and increase page and revenue plans. The Account Executive/Inside Partner will assist in closing sales and adding value to existing business, using research and special opportunities. Also responsible for sales intelligence gathering, prospecting/cold calling, and customer service. (POSITION OPEN AS OF 10/1/98) *Location: Plano, TX*
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: resumes@infoworld.com

# *Industry Standard* Copy Editor Helps Define the Difference between the Sexes

A number of *Industry Standard* employees were among those laughing recently when *The Industry Standard*'s copy editor **Bill Brazell** gave a well-attended reading from his new book, *He Meant, She Meant: The Definitive Male-Female Dictionary*, at the Borders Books and Music in San Francisco.

One definition the audience particularly enjoyed was for the word "busy." The book says that for women, "busy" means "utterly swamped unless someone special calls." For men, it means "utterly swamped unless someone special dies."

At least one co-worker is a fan of the book. "It's not just a book of your standard Mars-Venus cliches," says **Maryann Jones Thompson**, Metrics editor at *The Industry Standard*. "It's a book of high-minded, well-researched, thought-provoking Mars-Venus cliches!"

Brazell co-wrote the book, which was published by Warner Books and sells for $5.99, with Jenny Lyn Bader, a friend from college. She defined words from the female perspective, while Bill handled the male point of view.

"It's meant to be funny," says Brazell. "We're not Ph.D.s. But some therapists in Manhattan have handed it out to their patients, and who are we to stop that sort of thing?"

The book and its authors have been profiled by the *Boston Globe*, the *Dallas Morning News*, the *New York Post*, and other papers. Brazell and Bader have appeared on numerous radio and TV shows — including a Valentine's Day stint on CNN, just after Dr. Ruth. They recently launched a Web site <http://www.hemeantshemeant.com> and encourage you to stop by and suggest a word.

**BILL BRAZELL SIGNS A COPY OF HIS** *book, He Meant, She Meant, for Industry Standard colleague* ***Mary Anne Jones Thompson.***

Because he is so happy in his job at the *Standard*, Brazell has graciously offered to sign copies bought by anyone with even the thinnest connection to IDG.

*Thanks to* The Industry Standard*'s Deputy Managing Editor* ***Diane Anderson*** *for contributing this piece.*

## A SAMPLING FROM HE MEANT, SHE MEANT

**APOLOGIZE:**
**SHE: to indicate that a predicament is your fault so that the guilty party will admit it was theirs**
**HE: to cut an argument short**

**CLEAN:**
**SHE: to render pristine**
**HE: any room you can walk through**

**EXOTIC:**
**SHE: a type of vacation**
**HE: a type of dancer**

**FRANK:**
**SHE: what people ask you for permission to be before they insult you**
**HE: a hot dog**

**SHOP:**
**SHE: to fondle and consider thousands of objects before settling on the perfect one**
**HE: something you do when you run out of food or when the holes in your underwear meet**

## Attention: U.S. Editors

The 1998 IDG U.S. Editors Meeting will be held Sept. 23-25 at the Lenox Hotel in Boston. It is being hosted by *Computerworld* Editor-in-Chief **Paul Gillin**. Any U.S. editor of an IDG print or online publication who has not been contacted and is interested in attending may contact Linda Gorgone at Computerworld (tel: 508-820-8176, linda_gorgone@computerworld.com).

## Attention: Worldwide Editors

The IDG News Service has tentative plans to sponsor an International Editors Meeting on Sunday, Nov. 15 prior to the start of Comdex/Fall '98 in Las Vegas. All IDG editors are welcome to submit topics for the agenda. If you are interested in attending, please contact IDG News Service Editor-in-Chief **Rob Garretson** (rob_garretson@idg.com) by Sept. 15.

And don't forget: the IDG News Service has once again secured a block of rooms at the Royal Hotel & Casino, a five-minute walk from the Las Vegas Convention Center (LVCC) and the home of the News Service's International Newsroom. The cost this year with be US$150 per night (plus 9% tax) during the show (Nov. 15-19) compared with $185 to $300 per night for any other hotel in the vicinity of the LVCC. (Other nights, such as Friday or Saturday before the show, will cost only $90.) Rooms will be prepaid by the New Service and charged to your publication through intercompany invoice.

Hotel rooms are going fast so act fast if you'd like to reserve one. For more information contact Rob Garretson at rob_garretson@idg.com.

## NOTEWORTHY

### NEW EMPLOYEES

**Seogju Lee** comes to IDC as a research analyst in the semiconductors division, specializing in graphics, audio and input/ouput. Previously an associate technical editor with C|Net, he has a B.A. in interdisciplinary studies from the University of California/Berkeley. He enjoys basketball and hearing live music.

**Dawn Chaisson** joins IDC as operations coordinator, charged with a diverse set of cross-company and cross-group activities related to strategic planning, finance, information services, interactive products and services, marketing, publishing services and technologies, and sales. Prior to IDC, Dawn worked as a project manager at Executive Search International and managed both the production line and the largest customer account at a technical ceramics manufacturer, and directed the implementation of an automated production system. She has a degree in business management from the University of Massachusetts/Boston and in her spare time enjoys aerobics, weight training, and reading.

LITCHFIELD

*InfoWorld* has hired **Chris Litchfield** as an account executive. He held a similar title at *BYTE* where he increased ad-page revenue and handled all West Coast online advertising. He earned a B.S. in business entrepreneurship from the University of Southern California and is trying to lower his golf handicap.

KELLER

**Traci Keller** comes to *InfoWorld* as a sales associate with her newly acquired degree in international business from Saint Mary's College. Another golfer, she also likes to travel.

HUDZIETZ

Once a temp in the Special Markets division, **Amanda Hudzietz** has been hired at IDG Books' Foster City, Calif., office as a public relations administrative assistant. This May she earned a B.A. in communication from the College of Notre Dame in Belmont, Calif.

Also in Foster City, **Rod Haden** is IDG Books new vice president of sales. He held a similar title at Broderbund Software, Inc., where he was in charge of North American retail sales. He holds a B.A. in political science from American University in Washington, D.C. and enjoys food, wine and being a good father to his two children.

### TRANSFERS

ABES

Formerly a senior associate editor with *Macworld* covering the graphics market for the magazine, **Cathy Abes** is now with *Publish* as a senior editor, working on features, news and editing the Workshop column. She has a B.A. from San Francisco State University in technical communication and is the author of *Photoshop F/X* published by Ventana Press. As a creative outlet, she makes fused-glass plates, bowls, jewelry and ceramic masks.

**Eric Bender** and **Yael Li-Ron**, executive editors of *PC World* and PC World Online, are exchanging roles. According to PCW Vice President/Editorial Director **Phil Lemmons**, "Yael currently edits online features and is acting editor of online news, besides lending invaluable assistance in shareware and many other areas. Among her most noteworthy online achievements are smash-hit tips features that have increased site traffic and reminded everyone of her excellence in editing how-to material. Eric currently edits *PCW*'s how-to section, Here's How, as well as the *Computers Made Easy* joint publication with *Family Circle*. He has also played an invaluable part in developing new special reports and publication prototypes. But Eric's true calling is news, going back to his days at *Computerworld* and as editor of Top of the News in *PCW*.

"Eric voiced a desire to get more involved in PC World Online, and Yael independently said she would like to get back to concentrating on how-to material. Two days later, Eric and Yael agreed to swap roles. Yael will now become an executive editor of *PCW*, editing the Here's How section. She will be spending a much higher percentage of her time doing what she likes most, helping people get the most from the PCs and software they already own. Eric will become executive editor, news, for PC World Online. Besides letting Eric fulfill his wish to focus on news, this change will let him take advantage of his location in our Boston office to give PC World Online a much earlier start producing each day's online news stories.

"It's like one of those rare baseball trades that's good for both teams and the players involved. Those trades can only happen when two true major leaguers are available and both teams are wise enough to see the advantages of the exchange. Those circumstances apply in this case" Lemmons concluded.

### ETC.

WATT

Peggy Watt, senior editor of *Network World*'s *IntraNet Magazine*, recently earned first-place honors for Academic Research from the National Federation of Press Women (NFPW), a 60-year-old organization comprising several thousand media professionals (who are neither all women nor all working in print media). The research, "The New Web Press: Print Journalism's Role and Responsibility in Digital Media," served as Peggy's thesis for her master's degree, which she earned last year after five long years of part-time study at Stanford University. Peggy also received an honorable mention for Business Reporting from NFPW for a collection of articles written for *Network World* and NW's *IntraNet Magazine*.

*All business units are welcome to send information and photos for the Noteworthy section to: world_update@idg.com.*

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**TWENTY YEARS**
Zvonimir Lepusa - IDG Germany

**SIXTEEN YEARS**
Mary Fanning - Network World

**FIFTEEN YEARS**
Ernie Chamberlain - Computerworld

**TWELVE YEARS**
Debra Brown - IDC

**ELEVEN YEARS**
Yoshimoto Matsuura - IDG Japan

**TEN YEARS**
Philippa Grattan - IDG New Zealand

**NINE YEARS**
Heinrich Vaske - IDG Germany

**SEVEN YEARS**
Maureen Whiting - Network World
William Bernardi - Network World

**SIX YEARS**
Mark Broatch - IDG New Zealand
Doyle Russell - IDG

**FIVE YEARS**
Miriam Green - IDG New Zealand
Carol Glasheen - IDC
Shannan Chanda - IDC

**FOUR YEARS**
Sara Goessi - IDG New Zealand
Mark Gomes - IDC
Tamara Casteleman - IDG Books
Tyler Connor - IDG Books
Dwight Ramsey - IDG Books
Michael Kelly - IDG Books
Jennifer Erlich - IDG Books
Sylvie Slavikova - IDG Czechoslovakia
Danielle Volpe Caldwell - Network World
Ann Gao - IDC China
Hitoshi Saitoh - IDG Japan
Yuko Tanaka - IDG Japan
Stig Seberg-Sørensen - IDG Denmark

**THREE YEARS**
Keith Kmetz - IDC
Colette McMullen - Web Publishing
Korie Pelka - IDG Books
Simone Tomann - IDG Austria

**TWO YEARS**
Shawn King - IDG
Michael Roney - IDG Books
Cheryl Knapp-Kontos - IDG Books
Mario Amador - IDG Books
Eric Taylor - IDG Books
Cheryl Leser - IDG Books
Hans-Paul Nosko - IDG Austria
Andrea D'Amato - Network World
Amelia Sakamoto - IDG Brazil
Hiroko Ito - IDG Japan
Andrew Doyle - IDC U.K.
Sandra Ng - IDC Singapore

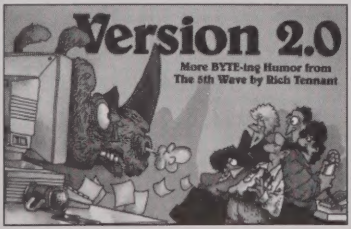
**ONE YEAR**
Paul Brislen - IDG New Zealand
Stephanie Roy - CIO
Catherine Hayes - IDG
Kyle Looper - IDG Books
Steven Arany - IDG Books
Karen Silver - PC World
Paul Fosher - PC Advisor
Jay Yun - IDG Hong Kong

## OFF LINE

**It's that time again!**

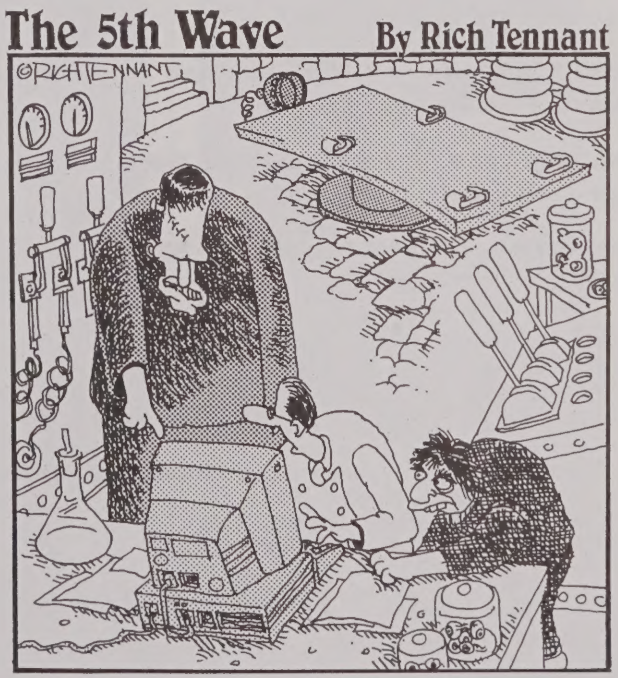
**Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, September 8.**

**The IDG employee with the most humorous submission will have a choice of receiving either a copy of Rich Tennant's newest book of cartoons, *Version 2.0,* or an "Off line" T-shirt imprinted with an original Rich Tennant cartoon. Honorable mention winners will receive an *IDG World Update* pen.**



**Fax your creations to 617-423-0712, or E-mail them via Lotus Notes (World Update) or via the Internet (world_update@idg.com.)**

**Have fun!**



## CELEBRATING 10

# Lottis Bergson

**HOME:** Stockholm, Sweden

**JOINED IDG:** I joined IDG Sweden in June 1988 as editor-in-chief of a monthly PC magazine.

**CURRENT TITLE:** Editor-in-chief of www.idg.se.

**MOST CHALLENGING PART OF YOUR JOB:** Keeping up with the concurrence of other sites.

**BEST PART OF YOUR JOB:** The immediate response from our visitors.

**WHAT'S KEPT YOU AT IDG FOR 10 YEARS?** Support from colleagues and senior management and freedom at work.

**INTERESTS OUTSIDE THE OFFICE:** My children, books, cinema.

**FAMILY:** Married to Göran Hallberg, a cinema photographer; daughter, Lina, 8, and son, Kalle, 3.

**WHAT ACCOMPLISHMENT AT WORK ARE YOU MOST PROUD OF?** Being editor-in-chief of *Nätverk&Kommunikation* (networking magazine).

**WHAT SKILL DO YOU WISH YOU HAD THAT YOU DON'T HAVE?** I'd like to be a better leader.

**WHAT IS THE LAST GOOD DEED YOU DID?** Hiring two very good co-workers.

**AS A CHILD, WHAT DID YOU WANT TO BE WHEN YOU GREW UP?** A nurse working in developing nations.

IDG CHAIRMAN PAT McGOVERN ESCORTS IDG SWEDEN'S *Lottis Bergson to lunch in honor of her 10 years of service to the company.*

**FIRST JOB?** Teacher of Swedish and French.

**IF YOU WON THE LOTTERY TOMORROW, YOU WOULD:** Spend more time with my kids and travel with them.

**RETIREMENT DREAMS?** A healthy family.

**MANAGER'S PROFILE:** "Lottis has successfully developed our central Web site, www.idg.se, into one of the most visited Internet sites in Sweden. On top of that, her business unit will make a profit this year. Lottis has also developed our popular internal Publishing School, which now attracts attendees from other publishing companies. Give her something small and she will soon turn it into something big!"

- ***Bengt Marnfeldt**, managing director, IDG Sweden*

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries. IDG also produces 168 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The *IDG World Update* staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 33 August 17, 1998

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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

# Happy 20th, IDG Australia!

**COATED IN GLORY! IDG AUSTRALIA EMPLOYEES SHOW OFF THEIR NEW "BIRTHDAY** *suits" — jackets embroidered with the company's 20th anniversary logo, which were a gift from staff at IDG headquarters in Boston.*

IDG Australia's staff last month celebrated two decades of dominance in the local IT publishing market with a special anniversary issue and two lavish parties: one for clients and a second, black-tie affair for staff.

**More photos, stories pp. 2-5.**

Among the special guests on hand to help celebrate with IDG's fifth oldest publishing operation outside the U.S. were IDG Chairman **Pat McGovern** and his wife Lore, IDG VP Corporate Services **Marion Kibbee**, IDG New Zealand Managing Director **Martin Taylor** and Associate Publisher **Bob Pin-chin**, IDG Singapore Managing Director **John Tan,** IDG Japan Managing Director **Kozo Hiramatsu** and retired IDG President **Walter Boyd**.

Singled out for special honors during the party were three staff members who were on hand when the very first issue of *Computer-World Australia* rolled off the presses 20 years ago: General Manager **Barbara Howell**, Production Manager **Max Jaegger** and Editor-in-Chief **John Costello**.

# IDG Books' Distributors Swap Ideas

1
СЕРІЯ КНИЖОК ДЛЯ "ЧАЙНИКІВ"™

**(L-R) ALEX ORLOVICH, OF DIALEKTIKA,** *IDG Books' Russian translation partner in the Ukraine; Victor Shtonda, Dialektika; Gennady Petrikovets, Dialektika;* ***Derek Stordahl****, IDG Books' director of subsidiary rights; and* ***Kristina Pappas****, IDG Books' foreign rights manager.*

Sometimes there are 90 days in a month, especially when Dummies are involved.

International distributors and key translation partners gathered at IDG

• CONTINUED PAGE 7 •

# John Costello: The Once and Current Editor

It was late in 1977 when IDG Chairman **Pat McGovern** flew to Australia, determined to extend the 10-year-old *Computerworld* franchise "down under." Landing in Sydney, he placed a call to the editor of the only IT title in town, *ComputerWeekly*, and invited him and Managing Director Alan Power for a drink.

As **John Costello** remembers, "Pat made it clear he was going to launch a publication with us or without us and after several months of negotiation, Alan and I decided it would be more fun with us."

Ninety-three days after accepting McGovern's offer, Costello watched the first 28-page issue of *ComputerWorld Australia* roll off the presses. The date — July 14, 1978 — capped three months of frenetic activity. "Alan and I both had to move from our homes in Melbourne to Sydney, find an office and furnish it, hire staff, put together a subscriber database, design and write the publication. And then we had seven days to get a second issue out!"

One of the more ambitious projects the original staff embarked upon was compiling a database of potential subscribers. "We absolutely did not want to rent or mail to someone else's list," Costello remembers. But this was 20 years ago and there was no local IDC office to which they could turn for help. And so they turned to the phone book. "Each day, for the first four or five weeks, we would pore over the Yellow Pages, looking for companies with ads large enough to suggest they might have the money to own a computer or two," Costello says. "We would call them up, identify ourselves as being from IDC Research, and ask for the DP manager. When this approach yielded a name, we had the beginnings of our list of potential subscribers, not to mention a fairly accurate picture of the location and type of computers in use throughout Australia at that point." Costello says in several instances they were even able to improve upon the data that vendors themselves had with regard to which and how many of their machines were deployed where.

> *"We would pore over the Yellow Pages, looking for companies with ads large enough to suggest they might have the money to own a computer or two."*
>
> **John Costello**

COMPUTERWORLD
Anniversary Issue
20 YEARS
Computerworld
IBM users rush series 30 although new range imminent
Costs restructured:
New options for Datel users

**COMPUTERWORLD AUSTRALIA EDITOR-IN-CHIEF *John Costello*** *displays a copy of the original 28-page issue alongside last month's 20th anniversary issue.*

IDG WORLD UPDATE

Costello remained at *ComputerWorld* for its first two years, but in 1980 was enticed to join newly appointed IDC Managing Director **Len Rust** in setting up the first local IDC office. About a year later, he left IDG altogether, initally moving on to become information technology editor of the computer section of *The Australian Financial Review* — a business daily — and later spent a number of years as a freelance journalist.

But in the relatively small community of Australian IT journalism, he could run but he could not hide! In 1993, Costello received an offer to work on the first of several special issues of *ComputerWorld* including its 15th anniversary issue, the Computerworld 100 and the Software 50 issue. And then, in June 1997, *Australian Reseller News* Publisher **Susan Searle** offered him the position of business editor. Five months later, he was named editor-in-chief of *ComputerWorld* for the second time.

"I couldn't believe it," says Costello. "I felt like Bill Murray's character in *Groundhog Day* who had to keep living the day over and over until he got it right. I asked myself how many times was I going to have to do this before I got it right?" But, says a smiling Costello, rapidly approaching the first anniversary of his second stint as *CW* editor, "I think I've finally got it right now!"

## A VENUE WITH A MENU!

**In what seems to be something of a recipe for success among a number of IDG companies, *ComputerWorld Australia* was launched from an office located directly above an Indian restaurant. "What I remember most vividly is the flies drifting up our stairs," says *ComputerWorld* Editor-in-Chief John Costello, adding, "we never, never ate there!" (Other IDG offices with close ties to the food industry include *Computerworld* U.S., which was first located over an East Indian restaurant and then a Chinese eatery; *Computerwoche*, which started out over the German version of a pizza parlor; and IDG Spain, whose first home was over a coffee shop.)**

# ON LINE

**DON KENNEDY**

*The managing director of IDG Australia is this week's columnist.*

**Q Can you briefly outline your career path at IDG?**

A I left IBM to join the start-up team as news editor at *Digital News* in Boston in 1986. (Prior to IBM I had worked at Ziff-Davis on *PCjr* and *PC Magazine*). In 1988 I saw a job notice in *IDG World Update* for the position of editor of *ComputerWorld Australia*. [Then-*ComputerWorld* Publisher] **Susan Searle** interviewed me in early summer and in late October, my wife, Linda, and I arrived here. In March 1991, [then-IDG-President] **Walter Boyd** offered me the position of managing director.

**Can you provide a brief overview of the Australian IT market and IDG's position within that market?**

The Australian IT market is a mature market and is growing about 10% this year, with IDC predicting about the same for next year. Services and software are the dynamic growth areas, with hardware and peripherals moving into single digits. Australia has a long tradition of being an early adopter of technology and that has led to a vibrant (and highly competitive) publishing segment as decision makers seek out information.

*ComputerWorld*, at 20 years of age, has been published longer than any other IT title in Australia. It continues to be our flagship but has been joined by strong results from *Australian Reseller News* and *PC World*. Together with our new titles *CIO*, *PC Buyer* and *Information Age*, we are the dominant publisher in the marketplace.

**Two years ago in this column, you stated that your personal goal for success was to publish the No. 1 title in circulation and advertising support in each market you address. You went on to say that you hoped to be there by the time IDG celebrates its 20th birthday in Australia. Did you make it?**

Don't you just hate archives?

Actually, IDG Australia gets far more advertising than any of our competitors and with the recent addition of *PC Buyer* and *Information Age*, we now lead the market in circulation.

Each of our titles is a circulation and advertising leader in its category with one exception. That's *PC World*, which has just mounted an aggressive campaign that has seen newsstand sales surge by almost 20% with the past two issues. We are confident we'll get to the top of that very competitive market by the time you all start visiting us for the Olympics [in 2000].

**What have been your proudest achievements over the course of your tenure as managing director of IDG Australia?**

I could pick any number of recent milestones: *ComputerWorld* winning every "quality" category in the last independent survey of IT professionals, *CIO* winning more awards from the business publishers group than any other Australian magazine, *PC World* being recognized for producing the best product information series for the past two years and *Australian Reseller News* being recognized by [IDG Chairman] **Pat McGovern** as one of the best start-ups in IDG's history.

But to be honest, my proudest achievement would be that IDG Australia has attracted — and kept — some of the most talented people in the publishing business. In a country with a small population such as Australia, you can't succeed if you don't get the best people, and we've been able to do that consistently.

**What do the next 20 years hold for IDG Australia?**

Hey, I had trouble doing 2001 for the Three-Year Plan! I can say that we are aggressively redefining ourselves as information providers rather than just publishers. That's opened up some interesting opportunities and enabled us to think outside the square.

If I had to make a prediction, I would guess that printed publications will be less than 40% of IDG's business within 10 years. Who knows in 20?

## IDG AUSTRALIA AT-A-GLANCE

**Established:** 1978. IDG Australia was the fifth non-U.S. IDG company to be established after business units in the U.K., Japan, Germany and Brazil.

**Main office:** Sydney

**Number of employees:** Including contractors who work primarily with IDG, the company has just under 100 staff members. Editorial staff or contractors are located in Sydney, Melbourne, Brisbane, Canberra (the capital city) and Adelaide. Sales offices are in Sydney, Melbourne, Perth and Adelaide.

**Current publication lineup:**

- *ComputerWorld*. Weekly, launched July 1978 and easily No. 1 in the Australian market.
- *PC World*. Monthly and 13 years old. Third in circulation, second in advertising in a six-book market.
- *Australian Reseller News*. Weekly and a very big No. 1 against *Computer Reseller News Australia*.
- *CIO*. Monthly, launched last year. No direct competitors.
- *PC Buyer*. Monthly, launched this year.
- *Information Age*. Monthly, published under contract to the Australian Computer Society.

# Members of IDG Australia's Hardworking Team...

**SOME MEMBERS OF THE COMPUTERWORLD STAFF. BACK ROW** *(l-r):* ***Mark Jones****, editor, Network World (recently folded into ComputerWorld);* ***Laura Mason****, journalist;* ***Merri Mack****, features editor;* ***John Costello****, editor-in-chief;* ***Helena Makarevich,*** *subeditor. Front row (l-r):* ***Mandy Bryan,*** *journalist;* ***David Binning,*** *journalist; and* ***Iain Ferguson****, news editor.*

AUSTRALIA
IDG AUSTRALIA
Darwin
NORTHERN TERRITORY
Alice Springs
QUEENSLAND
WESTERN AUSTRALIA
Brisbane
SOUTH AUSTRALIA
Kalgoorlie
NEW SOUTH WALES
Perth
Adelaide
Sydney
VICTORIA
Melbourne
TASMANIA
Hobart

**IDG AUSTRALIA ADMINISTRATION STAFF (LEFT-RIGHT):** ***Sandra Buckton****, invoice coordinator;* ***Helen Saull****, accounts receivable coordinator;* ***Ann Hall****, accounts payable coordinator; and* ***Colleen Beattie****, credit controller.*

**IDG AUSTRALIA PRODUCTION STAFF (FROM LEFT): MANAGER** ***Max Jaeger****, Coordinator* ***Cheryl Podda****, Typesetter* ***Iris Clench****; Coordinator* ***Denise Elkins****; and Layout and Design Artists* ***Matthew Roots****;* ***Mark Maric*** *and* ***Gary Clark****. (Not pictured: Layout and Design Artists* ***Seppi Heber*** *and* ***Stephen Lennox****; and* ***Mark Facchin****, graphic artist.)*

IDG WORLD UPDATE PHOTOS

**IDG AUSTRALIA SALES TEAM: FRONT ROW (L-R): JASON BARNES,** *sales support;* ***Cindy Luck****, sales support;* ***Barbara Simon****, account manager. Middle row (l-r):* ***Tania Evans****, Melbourne office;* ***Barry Sanders****, director of sales;* ***Matt Rigney****, account manager. Back row (l-r):* ***Mark Hobson****,* ***Helen Barnard*** *and* ***Justine Evans****, all account managers.*

**AT RIGHT:** *Receptionist* ***Jan Winser*** *has served as the first point of contact for visitors to IDG Australia's Sydney office for five years.*

IDG

## *Job Opportunities - August 17, 1998*

**Copy Editor (CW)**
Computerworld has an immediate opening for a skilled copy editor. Responsibilities will include editing and proofreading copy for grammar, consistency and style; writing headlines; and producing pages on Quark XPress. A sharp eye for detail and ability to work under daily deadlines required. Bachelor's degree and at least two years of copy editing experience is preferred. *Location: Framingham, MA*
Contact: M. Maynard, Fax: 508-879-3760, Phone: 508-820-8162, Email: maria_maynard@cw.com

**Part-Time Audio Engineer (internship/contract) (CW)**
Computerworld Online is looking for an audio engineer to record and produce audio for our Web site. Responsibilities in this position will include recording and producing a daily high-tech news summary using in house talent, as well as other short audio features. In addition, there will be opportunity to work with the on-line team on other Web and multimedia projects. Candidates should have a general knowledge of audio engineering (signal flow, gain structure, compression), simple mixer and microphone knowledge, experience with RealAudio, SoundForge and Windows NT. This is a part-time, contract position in which the hours are negotiable. *Location: Framingham, MA*
Contact: J. Naze, Fax: 508/270-1278, Phone: 508/820-8278, Email: jodie_naze@cw.com

**Conference Manager (ICE)**
ICE seeks a strong and successful conference professional to continue the growth of ICE content programs to the next level. The successful candidate will have exceptional skills in developing leading-edge IT conference programs, specifically directed at the growing internet commerce and web-based business solutions marketplace. This position will be responsible for conference development, speaker administration and conference marketing to achieve business unit conference revenue goals. Exceptional communication skills and a detail orientation are required. Ideal candidate will possess 3-5 years conference development experience. This is a growth and team-oriented work environment.
*Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Part Time Research Internship (IDC)**
IDC is currently looking to hire a part time (20 hrs/week) Research Intern. This is an ideal opportunity for an individual wanting to learn about careers in research and the high-tech industry. This role will be responsible for conducting primary and secondary IT-related market research in the IDC library and/or through discussions with IDC analysts and industry contacts. This intern will interact with clients within IS organizations, computer vendors, and industry professionals over the telephone as necessary. We are looking for a highly motivated individual with an interest in/knowledge of the computer industry who has the ability to work independently. Other skills/experience desired: strong customer service, ability to write, CD-ROM/Internet searching capabilities, and proficiency in Microsoft Office products. Previous exposure to research projects will be a plus. *Location: Framingham, MA*
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

**Group Marketing Manager, Internet (IDC)**
IDC is seeking a dynamic and aggressive Marketing Manager in its Internet Group. Working with a team of high-profile market analysts, the Group Marketing Manager is responsible for positioning IDC as the leading source of information on the Internet. The successful candidate will manage and perform a wide range of activities including developing targeted prospect lists, product marketing campaigns, product positioning, telemarketing, management of direct-mail campaigns, conference organization and conceptualization, translation of technical ideas into compelling market messages, development of sales tools, and press relations. Strong strategic planning, product management, promotional writing, communication, and desktop publishing skills required, with working knowledge of Filemaker Pro and Quark Express a plus. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

**Research Analyst, Internet (IDC)**
International Data Corp.'s worldwide Internet market research program seeks a dynamic, enthusiastic Internet analyst ready to take on the challenge of creating world class research. Prior experience in written analysis and survey methods preferred. Exposure to Internet supplier or user dynamics desired. Must have strong customer service skills and the ability to meet deadlines as part of a team. Willingness to travel and learn fast required. Must have undergraduate degree or better and solid employment experience in the business world. *Location: Framingham, MA*
Contact: D. Bernardi, Fax: 508-935-4610, Phone: 508-935-4361, Email: idc_jobs@idc.com

**Senior Research Analyst, Personal Systems (IDC)**
The Personal Systems group seeks a Senior Research Analyst to focus on coverage of the desktop PC marketplace; write for weekly, quarterly and annual program publications; and assist in the creation of forecasts. Other tasks include assisting with client inquiries and meeting with vendors to learn about technologies, products and strategies. The successful candidate will have 2-3 years experience in and a solid working knowledge of the personal systems business. Strong writing, spreadsheet/forecasting, research/investigative and presentation skills needed. A fast-paced, team-oriented work environment requires a quick learner with strong organization skills and the ability to simultaneously juggle multiple tasks. *Location: Mt. View, CA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

**Bookkeeper (IDG)**
The individual in this position will be responsible for accounts receivable, cash receipts, accounts payable, vouchering and General Ledger data input for one or more IDG business units. Duties include vouchering A/P, entering and posting A/R and A/P to General Ledger. Requirements include a high school diploma, accounting courses and 2 years of bookkeeping experience. *Location: Framingham, MA*
Contact: E. Cormier, Fax: 508-935-4600, Phone: 508-935-4605, Email: eric_cormier@idg.com

**Manager Copywriting Services (IDG/B)**
Position will play a key strategic role in the Product Packaging Department, responsible for overseeing the strategic direction and copywriting of all cover copy and catalog copy for IDG Books Worldwide's computer and general trade book publishing programs (including the bestselling "?for Dummies" series) using outside freelance resources. Individual will be responsible for creating cutting-edge, attention-getting positioning copy and head up the intense brainstorming efforts to title and position though copy new product lines. Requires B.A. in English, journalism, communications, or equivalent and 4+ years of management experience in an agency or high tech environment. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Senior Packaging Coordinator (IDG/B)**
Position will be responsible for overseeing all aspects of managing the packaging design and copywriting process for IDG Books Worldwide's family of high end and general consumer computer titles and its growing list of general trade books in the "?for Dummies" series. Requires B.A. in English, Journalism, Communications, Design or equivalent and 3+years experience managing the trafficking ad scheduling of complex, multi-faceted projects in an agency or high tech promotion environment, working with designers and writers. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Web Production Assistant (IS)**
The Industry Standard seeks a Web Production Assistant to build and maintain its website and online products. Responsibilities include processing articles, news, charts, tables, and other types of data for publishing on the Web. Other duties include maintaining production processes and site inventory, coding templates and pages, developing new technologies, and producing and designing interactive elements and enhancements to the site. This candidate will work closely with both creative and business teams to build, maintain, and improve edit workflow, site traffic, and new products. The ideal candidate will possess 1-2 years of Web development. This person should have extensive knowledge and experience with the Web; excellent HTML coding skills; excellent problem-identification, problem-reporting, and problem-solving skills; general knowledge of JavaScript, PhotoShop, and Quark; familiarity with Macintosh, PC, and Unix environments and authoring tools; working knowledge of graphics file formats and production tools. Knowledge of SQL and TCL and prior experience in a fast-paced editorial environment are pluses. *Location: San Francisco, CA*
Contact: M. McAlister, Fax: 415-733-5401, Phone: 415-733-5481, Email: mattm@thestandard.net

**Copy Editor (IS)**
The Industry Standard is looking for a full-time copy editor. Responsibilities include copy editing on a tight weekly production schedule, maintaining house style, working closely with editors and designers, and proofreading final pages. Candidates should be familiar with Internet companies and terminology, as well as with AP style. At least one year of copy editing experience, preferably for a daily or weekly publication, and proficiency with Word and Quark are required. A degree in journalism or English is preferred. We need someone who will be able to work late several evenings during the week, most likely on Wednesdays and Thursdays. *Location: San Francisco, CA*
Contact: D. Anderson, Fax: 415-733-5401, Phone: 415-733-5497, Email: dianea@thestandard.net

**Digital Ad Coordinator (Mac Pub)**
eMediaweekly, the premier cross-platform newsweekly, seeks a high level Digital Ad Coordinator. Primary duties will include processing and trafficking digital ads, trouble shooting and client/vendor contact with adherence to strict deadlines. Must have expertise in Quark, Pagemaker, Illustrator, Photoshop and Corel. Service Bureau and/or publishing experience in a fast-paced environment a plus. *Location: San Francisco, CA*
Contact: S. Spingola, Fax: 415-243-3657, Phone: 415-243-3558, Email: steve_spingola@emediaweekly.com

**Circulation Marketing Manager, On-line and Print (NW)**
We are seeking an experienced and highly motivated marketing professional to lead our circulation marketing efforts for both our print and online publications. Individual will be responsible for developing marketing strategies and effectively implementing and tracking plans to enhance on-line traffic and print circulation (new and requalified subscribers). Qualified candidates must have a minimum of 5 years' direct response marketing experience, including some web-based activities and have a proven track record effectively utilizing direct mail, email, telemarketing, etc. Individual must be detail-oriented, have strong organizational and analytical skills, and be able to effectively manage multiple projects. Ability to write and proof general copy required. Individual must be able to work independently and as a team player. Position offers opportunity to interact with all levels of the organization as well as opportunity for growth. Come join our exciting team! If interested, please forward resume with salary requirements: *Location: Framingham, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

**Account Executive, Strategic Partnerships (NW)**
Network World, the leading newsweekly in network computing, is seeking a highly motivated individual to join the Professional Development Group as an Account Executive of Strategic Partnerships. Network World is shaping the future of network computing in the enterprise by offering publishing, education software and on-line products and services, as well as seminars and events that empower Network IS Professionals. We are expanding our Professional Development Group and are adding an Account Executive to our sales team to service existing accounts and prospect new business. Although this is primarily an inside sales position, some face-to-face selling will be required. Qualified candidates must have prior inside/outside sales experience and a proven track record of effectively closing sales as well as maintaining accounts and positive customer relationships. Ideal candidate will have a strong telephone presence, be detail-oriented and a creative problem solver. Strong organizational, communication and presentation skills required. Individual must be comfortable with a team-selling approach. Familiarity with the high tech and/or networking industry preferred. Prior trade show exhibit sales experience is a plus. Position requires some travel and offers opportunity for growth. Come join our exciting team! If interested, please forward resume with salary requirements. *Location: Framingham, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

## *Places to find a complete listing of Job Opportunities across IDG:*

- **Lotus Notes - Job Opportunities Database**
- **IDG Central: http://idgcentral.com**
- **IDG Web Site: http://www.idg.com**
- **Job Hotline - MA: 508-935-4406**
- **The World Update on the last Monday of every month**

$ $

# IDG EMPLOYEE REFERRAL BONUS

# SUMMER SIZZLER!

**HOT DAYS . . .**

**COLD CASH!**

## YOU GET

$1,000 for each referral that results in a regular full-time or part-time hire within participating divisions. $500 for casual part-time referrals working a minimum of 20 hours. With 2 successful referrals, you'll be entered into the year-end drawing for the following: **Grand Prize – $2,000** **Runner-Up -- $1,500**

## RULES

- You may be an employee of any IDG Division to participate; however, you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date for that specific position will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision
- All resumes and forms must be received by Human Resources between July 1, 1998 and September 30, 1998

Date:______________________________

Applicant's Name:______________________________

Position Referred to:______________________________

Company Name:______________________________

Referred by: (Employee Name)______________________________

Company Name:______________________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager

**FOR HUMAN RESOURCES USE ONLY**

Employee Receiving Bonus:______________________________

Company Name:______________________________

Referred Employee:______________________________

Company Name:______________________________

Date of Hire:______________________________

Ninety Day Date:______________________________

Charged to BU/Department# ______________________________

H.R. Signature:______________________________

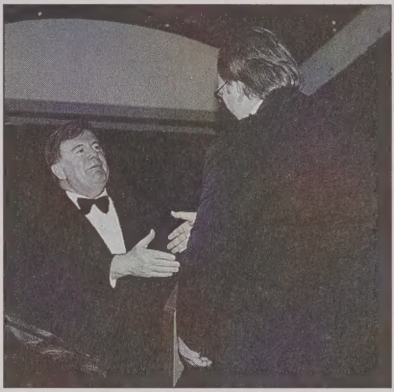
Bonus check to be given to:______________________________

Bonus Amount: **$500** **$1,000**

# ...Celebrate 20 Years of Publishing Success!

**IDG CHAIRMAN PAT McGOVERN** *cuts the ceremonial ribbon at the start of IDG Australia's 20th anniversary extravaganza.*

**IDG CHAIRMAN PAT McGOVERN (CENTER)** *and his wife, Lore, chat with IDG VP Corporate Services* ***Marion Kibbee*** *and retired IDG President* ***Walter Boyd.*** *At left is IDG Australia Managing Director* ***Don Kennedy.***



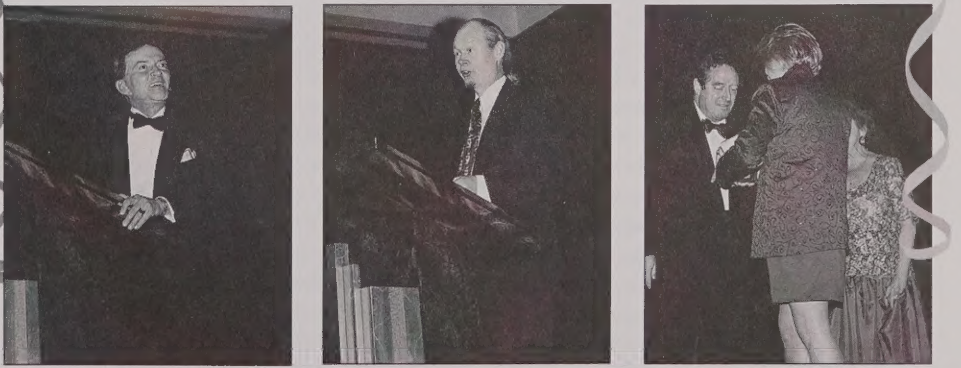
**IDG AUSTRALIA MANAGING** *Director* ***Don Kennedy*** *(right) accepts a plaque from IDG Chairman* ***Pat McGovern.***

**IDG AUSTRALIA STAFF CUTS LOOSE ON THE DANCE FLOOR!**

**PRODUCTION MANAGER MAX JAEGER, GENERAL MANAGER** ***Barbara Howell*** *and CW Editor-in-Chief* ***John Costello*** *helped bring the first issue of ComputerWorld Australia into the world.*

*Congratulations*

**IDG NEW ZEALAND ASSOCIATE** *Publisher* ***Bob Pinchin*** *(left) and* ***John Tan****, managing director of IDG Singapore, were on hand to help their Australian colleagues celebrate.*



**RETIRED IDG PRESIDENT WALTER BOYD (LEFT) LAYOUT AND DESIGN ARTIST GARY CLARK,** *and CIO Publisher* ***Linda Kennedy*** *singled out* ***Barbara Howell, Max Jaeger*** *and* ***John Costello****, all contributors to the inaugural issue of Computerworld, for special honors.*

# NOTEWORTHY

## PROMOTIONS

IDG WORLD UPDATE

MOSER-MULLER

**Rosi Moser-Muller**, most recently the receptionist and office assistant at IDG Austria, has been promoted to advertising assistant. Her main responsibility is to coordinate IDG Marketing Services-related ad business for the Vienna company, corresponding with the different IMS offices around the world, sending out the orders and collecting ad materials. Rosi, who joined the staff last September, will be working part-time at IDG and devoting the remainder of her week to managing her husband's band, which plays throughout Austria and in Switzerland.

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There have been several promotions at IDG Books in the wake of its initial public offering. "As our company begins a new and exciting phase, we face many challenges around the world to grow our market share and achieve the financial results that will help us all increase shareholder value," said IDG Books President and Publisher **Steve Berkowitz**.

IDG WORLD UPDATE

DOEHRMAN

"As we move into the future, the need for strong financial performance and business planning will be critical. To that end, Vice President of Finance **Jim Doehrman** has been promoted to chief financial officer of IDG Books Worldwide. Jim will continue to be responsible for all of our accounting and business planning functions. In his new role, Jim will also be responsible for all of our public reporting requirements, as well as our relationship with the investor community, a role he will share with **Mimi Sells**, director of public relations.

"As Jim focuses entirely on the financial side of our business, the role of overseeing and directing IDG Books International will now be assumed by Vice President of Brands and Ventures **Marc Mikulich** as vice president, licensing and international development.

"In this new position, Marc will be responsible for the strategic direction of our international business outside North America, including local overseas publishing (in conjunction with our editorial team), rights licensing and export sales. He will also promote our brand and content licensing at home and throughout the world. Marc will continue to champion our brand licensing efforts. He will also continue to manage the brand-assessment research project now under way.

IDG WORLD UPDATE

STORDAHL

"I am also pleased to announce that Senior Manager of Subsidiary Rights **Derek Stordahl** has been promoted to director of subsidiary rights. Derek has been managing the department since early 1997 and has made many fundamental changes in the strategic direction of the group that will provide long-term benefits to the company."

## NEW EMPLOYEES

IDG WORLD UPDATE

BARRETT-SMITH

**Allison Barrett-Smith** joins IDG Books' Foster City, Calif., office as a human resources assistant. She held a similar position at EXL Consulting, Inc. in Pleasanton, Calif. She recently graduated from Cal Poly State University in San Luis Obispo, Calif., with a B.S. in business administration, concentrating in human resource management. She likes to ski, design Web pages and create scrapbooks.

Senior Sales Analyst **Eric Greisdorf** is also new to IDG Books' West Coast office. He was previously a compensation supervisor at Oracle Corp. where he oversaw compensation-related functions for the firm's sales force. He holds a B.B.A. from Atlanta's Emory University and enjoys all sports.

**Anne McNarney** joins IDG Books' Indianapolis location as a customer service representative, coming from Federated Mutual Insurance Co. where she was a claims service representative. She has a B.A. in English from the University of Notre Dame and burns off stress with golf and running.

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**Diane Frank** is now a reporter with *Federal Computer Week*. Once an editorial intern at both *InfoWorld* and *Datamation*, she will now cover various U.S. government departments and PC hardware and software for *FCW*. She holds a brand-new B.A. in journalism from Boston's Northeastern University and enjoys reading, biking and playing the piano.

## RETURNING EMPLOYEES

IDG WORLD UPDATE

PATEL

**Nipool Patel** returns to IDG as an account executive at *InfoWorld*. Formerly a sales associate with *Computerworld*, he left to open The Lamplighter Inn in San Luis Obispo, Calif., which he still owns and manages. He has a B.S. in business administration and international business from San Francisco State University and occasionally finds time for a round of golf.

## TRANSFERS

IDG WORLD UPDATE

WELLS

**Robert Wells** has been named sales and marketing manager at IDC Australia. A 12-year veteran of IDG Australia, Robert was most recently group director of marketing services. Previously, he was director of marketing communications and publisher of *Australian Macworld*, which he took from a startup operation in 1986 to one of the region's most respected vertical market publications in the IT field.

"Robert clearly brings a wealth of experience to his new role, with many years of involvement in both the user and vendor communities. His understanding of the broad range of business issues affecting the IT community positions him ideally to help our clients better utilize IDC's vast local and international resources," said **Chris Fell**, vice president and managing director of IDC Australia.

***Send information for the Noteworthy section to: world_update@idg.com.***

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**FIFTEEN YEARS**
Carolyn Medeiros - Computerworld

**FOURTEEN YEARS**
Judy Sutter - PC World
Barbara Lewis - PC World

**THIRTEEN YEARS**
Hans Weber - IDG Germany

**TWELVE YEARS**
David Hill - Int'l. Publishing Services
Judd Aschenbrand - IDG Research Services
John Cox - Network World

**ELEVEN YEARS**
Debra Goldfarb-Norton - IDC
Sandra Kupiec - Network World

**TEN YEARS**
Phyllis Borden - IDC
Doreen Ferguson - IDG
Chris Connery - Computerworld

**NINE YEARS**
Simon Salamon - IDC

**SEVEN YEARS**
Gülistan Özken - IDG Turkey
Colin Ungaro - Network World
Bobbie Cruse - Network World

**SIX YEARS**
Denise Garcia - The Industry Standard
James Farley - IDC
Alice Tam - IDG Hong Kong

**FIVE YEARS**
Mark Levitt - IDC

**FOUR YEARS**
Renee Capri - The Industry Standard
Judith Hodges - IDC
Linda Boyer - IDG Books
Lizah Aman - IDC Malaysia

**THREE YEARS**
Gemma Dietrich - IDC
Robin Green - IDC
Danielle Levitas - IDC
Jeannette Noyes - IDC/LINK
Timothy Horgan - CIO
Shawn Aylsworth - IDG Books
Shelley Lea - IDG Books
Osman Güngör - IDG Turkey
Matthew Powell - IDG Australia
Viviana Esterkin - IDG Argentina
Rayful Ng - IDG Hong Kong

**TWO YEARS**
Danielle Fagan - IDC
Scott Williams - IDC
Rosemary Buja - Computerworld
John Call - IDG Books
Barbra Guerra - IDG Books
Junya Onuma - IDG Japan
Kitty Fok - IDC Hong Kong

**ONE YEAR**
Kevin Tutt - IDG New Zealand
Alice Goldberg-Fitzhugh - Computerworld
Elizabeth Pauw - IDG Books
Amy Kaneko - IDG Books
Dierdre Smith - IDG Books
Canan Güvenç - IDG Turkey
Incinur Seref - IDG Turkey
Mark Green - PC World
Cynthia Panzera - Network World
Sandra Buckton - IDG Australia
Tsutomu Kato - IDG Japan
Sandra Teo - IDG Singapore

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## IDG BOOKS

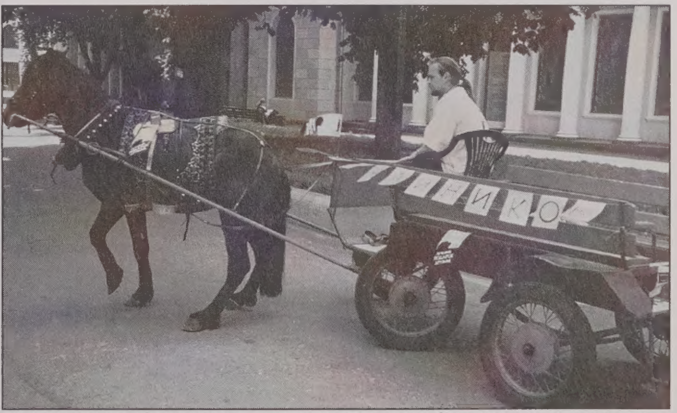
*continued from page 1*

Books' international sales conference in Chicago at the recent Book Expo of America to exchange marketing ideas.

"Basically, it was an opportunity for us to provide a forum for distributors and publishers to exchange ideas and discuss ways to achieve cross-pollination between markets," said **Derek Stordahl**, IDG Books' director of subsidiary rights. "There were about 40 representatives from different publishers and distributors, which sell IDG's English- and local-language books around the world."

According to Stordahl, in the past 24 months IDG Books has licensed more than 2,000 titles for translation. IDG Books titles are now translated into 36 foreign languages.

Attendees discussed co-branding with OEMs and software companies and different ways that IDG Books partners had adapted marketing ideas, such as Dummies Month (see *IDG World Update*, March 2, 1998), and how well they had succeeded. "While there was a lot of informal discussion outside the meeting, we also talked about the future of different technologies, the direction we see companies like Microsoft going, IDG's positioning strategies and how best to sell our books," Stordahl said.


**IDG BOOKS' UKRAINIAN PUBLISHER, DIALEKTIKA, DECORATED** *a traditional Ukrainian horse-drawn cart with Dummies paraphernalia for a recent computer fair in Kiev.*

For example, IDG Books' Ukrainian publisher, Dialektika, ran a consumer sweepstakes for everyone who bought a book from IDG Books during their three-month-long Dummies 'Month.' According to Stordahl, buyers had the chance to win computers, printers, storage media and Dummies t-shirts. On the last day of a major computer fair in Kiev, Dialektika held a drawing that almost 2,000 people attended. They hired a traditional Ukrainian horse-drawn carriage decorated with Dummies paraphernalia, a dancing Dummies man, and a giant blow-up Dummies book; there was a ragtime jazz band playing, and some of the winners were there to claim their prizes in person. "It was exciting to see such a strong response to IDG's brands in a market very different from our own," Stordahl said.

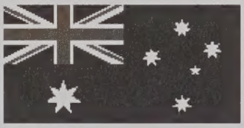
## TRIVIA FROM DOWN UNDER

**Sure, everybody knows IDG is No. 1 in Australian IT publishing, but do you know what a koala eats? In honor of our colleagues "down under" who recently celebrated their 20th birthday, the editors of *IDG World Update* bring you a contest designed to test your knowledge of the second-driest continent on earth (Antarctica is No. 1). We will select two winners — one from Australia and one not — in a random drawing of all correct entries received by Sept. 14. Winners will receive the customary 15 minutes of fame along with a more durable embroidered IDG baseball hat. Send your entries by e-mail (world_update@idg.com) or fax: 617-423-0712. And be careful, some questions might have more than one correct answer!**

**1. Australia's national anthem is:**
A) God Save The Queen
B) Advance Australia Fair
C) Waltzing Matilda

**2. The outback amounts for 85% of Australia's land mass. What do Australians call it:**
A) The Never-Never
B) Beyond The Black Stump
C) Back of Beyond

**3. While Australia's native aboriginal inhabitants have lived there for 60,000 years, Europeans only arrived in 1788. The majority of the original settlers were:**
A) Soldiers
B) Convicts
C) Merchants



**4. The blue Australian flag has a Union Jack in the top left corner, five white stars representing the Southern Cross on the right and a large, seven-pointed white star below the Union Jack. What does it represent?**
A) Australia's six states and its territories
B) The British Commonwealth
C) The seven continents

**5. Australia is hosting the Summer Olympic Games in 2000. When did it last host them?**
A) 1932
B) 1940
C) 1956

**6. How many airplane crashes has the Australian airline Qantas had in its history?**
A) 0
B) 5
C) 23

**7. On the first Tuesday of November the entire nation (supposedly) stops for one event. What is it?**
A) The opening of Parliament
B) The running of the Melbourne Cup horse race
C) The Queen's Australia Day address

**8. Who is Australia's chief of state?**
A) The Australian Prime Minister
B) The Governor General
C) Queen Elizabeth II

**9. What two animals appear on the Australian coat of arms?**
A) A koala and a platypus
B) A kangaroo and emu
C) A male and female Australian

**10. Native only to Australia, a koala's diet consists entirely of:**
A) Eucalyptus leaves
B) Spiders and grubs
C) Other marsupials

***NAME:*** ______________________________

***Business Unit:*** ______________________

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries. IDG also produces 168 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The *IDG World Update* staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 34

August 24, 1998

CW DANMARK EDITOR BLENDS AFFINITY FOR WRITING AND MUSIC
PAGE 2

ON LINE: CW'S JIM MARTIN OUTLINES COMPUTERWORLD'S POSITIONING STRATEGY
PAGE 3

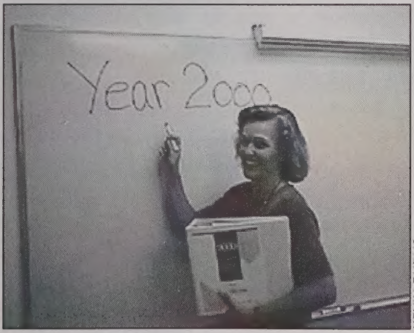
MACWORLD STAFF IS FRONT AND CENTER AT iMAC DEBUT IN SAN FRANCISCO AREA
PAGE 5

# IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

## IS Group Readies IDG for Y2K

### IS Director Nancy Newkirk and her team planning now to avert possible crisis next year



KEVIN BURNS

**NANCY NEWKIRK HAS PUT THE** *writing on the wall for IDG's vendors. The IS group is sending out Y2K Assessment Surveys to the company's key vendors, customers and suppliers to ask them if their software or service is Y2K-ready.*

**Nancy Newkirk** hasn't even decided how she'll celebrate this New Year's Eve, and she's already fretting about the next one.

As IDG's director of Information Services she is concerned about what will happen to the company's computers, phones, payroll and printing services and much more when 1999 becomes 2000 (aka, Y2K, for "Year

• CONTINUED PAGE 4 •

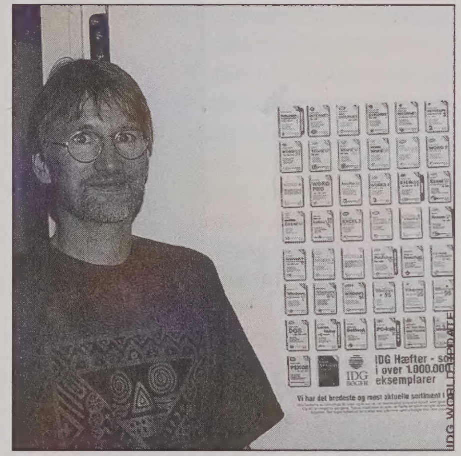
## IDG Bøger Tops the Charts

### IDG Denmark's book publishing division finds successful formula in short, easy-to-read booklets

Poised to celebrate its four-year anniversary in September, IDG Denmark's books division has established itself as the biggest computer-related publisher in the country. IDG Bøger now has 105 titles in print — many of which have been reprinted several times — and an expected volume of more than 600,000 copies sold this year.

Inexpensive, easy-to-read booklets, which constitute the majority of the company's products, are IDG Bøger's signature line. According to Editorial Manager **Peter Wiwe**, the company surveyed computer book buyers and found that readers were intimidated by titles with hundreds of pages and text that ran across an entire page. As a result, the staff developed a simple style consisting of two columns on a page, plenty of screen shots and other graphics, ample white space to make notes on, and a maximum length of 80 pages with a stapled binding that enables the booklet to lay flat for reference.

The company began the product line in March 1995 with three booklets based on IDG Norway's Microsoft Office book and translated into Danish. By using a high grade of newsprint, IDG Bøger keeps the price low: 48DK (US$6.50) for a booklet, compared with 160DK ($23) for a typical glossy, softcover IT book by other Danish publishers.



IDG WORLD UPDATE

**EDITORIAL MANAGER PETER WIWE HAS** *signed a deal to sell IDG Denmark's books in 165 post offices throughout the country.*

IDG Bøger has more than 70 booklet titles with 1.5 million copies sold. Wiwe proudly noted that, per capita, the booklets' volume represents a higher number than sales of IDG Books Worldwide's ...*For Dummies* titles in the U.S.

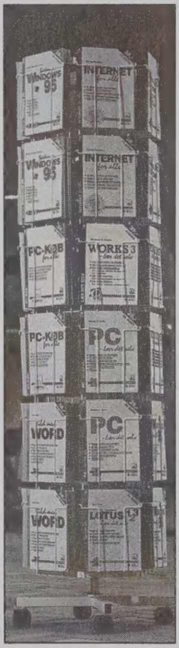
Although written in a simple style that echoes the ...*For Dummies* brand, IDG Bøger does not produce the ...*For Dummies* titles in Denmark. A non-IDG publishing partner works with U.S.-based IDG Books to translate and distribute the ...*For Dummies* line. The names of IDG Bøger's booklets translate into the equivalent of *PCs for Everyone* or *Windows NT Step-by-Step*.

• CONTINUED PAGE 2 •

## IDG BOGER

*continued from page 1*

IDG Bøger's booklets are almost exclusively computer-related titles and will likely remain that way. The company tried the format for four non-IT topics, including astrology and personal finance,but found that there was less demand for them than for computer booklets.



In addition to selling booklets at book and computer stores, IDG Bøger is trying a new venue: the post office. The Danish postal system is being privatized, and a recent six-month test at several locations proved so successful that the company has installed display racks in 165 post offices.

IDG Bøger's booklet format has found its way outside Denmark. Egmont, a large multinational publisher , is translating some of the titles into Polish, Norwegian, Swedish and Finnish. Another major publisher, Wolters Kluwer, has translated several titles into German, French, English and Dutch. In addition, IDG Bøger has worked with the publishers of *PC World Iceland*, who wanted to translate titles for their market.

The 12-member IDG Bøger staff is involved in numerous other projects. There is a line of books, similar to traditional textbooks, on advanced computer topics. IDG Bøger has also been involved in specialty publishing. The group developed a training manual for the largest Danish bank documenting their office banking system for customers.

In addition, IDG produced two booklets for people who want to take the test for the PC Driver's License, a European certification program on computer literacy.

*For more information, contact Peter Wiwe at p.wiwe@idg.dk.* 🖳

# *CW Danmark* Editor Blends Affinity for Writing and Music

**Torben Sørensen** of IDG Denmark has literally written the book on mixing business with pleasure.

**IDG BØGER EDITOR KIRSTEN BÆK WORKED WITH TORBEN Sørensen** on Music på PC. Another CW Danmark employee, **Jesper Bille Haun**, has authored two booklets for the company.

IDG WORLD UPDATE

Sørensen, editor of the *Kommunikation* supplement of *CW Danmark* by day and a singer by avocation, has authored an 80-page booklet for the company's books division called *Music på PC* (*Music for the PC*). It's the first music-related title published by the IDG Bøger division.

"The booklet is written for people who know how to use a computer, who like music, and who would like to combine the two but don't know how it is done and what can be achieved," he explained.

Personal experience motivated Sørensen to write the book. He wanted to teach himself the piano using music software on his home PC. However, he found that there wasn't much information available on how to select the right software and buy and install equipment like sound cards and keyboards, how to record and edit digital audio, how to access helpful music-related sites on the Internet and other topics.

### Get on with the fun stuff

Sorensen worked with IDG Bøger Editor **Kirsten Bæk** to refine his approach. "My first drafts tended to skip a lot of details in order to get on with the fun stuff," he noted. "Kirsten made me go back and explain everything step-by-step, which made the booklet much more readable to the beginners for whom it was intended."

Published this past May, the booklet took eight months to complete. Sørensen wrote it in his free time and also handled the layout and selected the graphics. Close to half of the 8,000 copies printed have already sold. *Musik på PC* has enjoyed favorable reviews in a number of publications, including the national daily paper *Politiken*, and *Sound Check*, a Danish magazine for musicians.

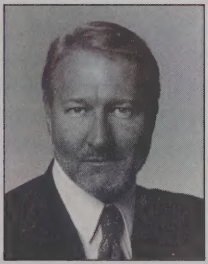
Sørensen's ties to the booklet continue. He maintains the companion Web site (http://books.idg.dk/books/musik) that has a link from the IDG Bøger site. It's a job that comes easily to the eight-year IDG Denmark veteran, who spent a year and a half as the company's Webmaster. The Web site includes, among other things, samples of sound cards.

So what's next for one of the founding members of the IDG'eeS, IDG Denmark's singing group — and now dance band? A sequel to the book is a possibility, once Sørensen learns more about electronic music. And he's dabbling as a producer, having added some synthesized sounds to a friend's compositions and produced a demo CD for him.

Regardless of his future, Sørensen says one thing is certain: "Getting into music on the PC is the most fun I've had with my computer since I bought it!"

Sørensen is translating some of the book into English and marketing it to publishers in other countries. If IDG business units with book divisions are interested, contact him at t.sorensen@computerworld.dk. 🖳

# ON LINE



**JIM MARTIN**

*The president and CEO of Computerworld Inc. is this week's columnist.*

**Q Could you explain *Computerworld* 's position in the market for us and how it fits in the mix of other IDG publications including *InfoWorld* and *CIO*?**

A *Computerworld* is in its fourth decade of service to IT Leaders, making it the prototype for all technology publications that have been developed since. When you remember that the new millennium is just around the corner, our fifth decade of service is almost upon us. This historical perspective on information technology development in the enterprise is one of *Computerworld*'s most unique and formidable attributes.

Our focus is not on reaching the entire IT population in small, medium and large corporations through a mass circulation strategy. Rather, our focus is quite specific: to reach, influence and build affinity with the most significant technology buying influencers in medium to large enterprises. These are the people we call IT Leaders. While they may represent only 20% of those involved in buying or "doing" technology for a living, collectively they represent 80% of the buying power in the market.

These IT Leaders have the most critical roles in their companies because technology investment has become *de rigueur* for the most aggressive, fast-growing global companies that are driven by the need for continuous improvement, that operate in a global, boundaryless theater of operations, and who want to dominate their market segments by raising barriers to entry. The *Computerworld* reader has the authority to create the technology strategy, and is charged with the responsibility for carrying it out. Our overarching goal is to help make the IT Leader a business success and in the process help his or her company achieve its technology-driven goals for market leadership.

*CIO*, *Computerworld*, *Federal Computer Week*, *InfoWorld*, and *Network World* are all "enterprise" publications in the sense that they are generally read by IT professionals in business or government (which I would definitely classify as a "business"). But much of the circulation of our publications is now coming from non-IT-specific business executives who we might classify as younger and more technology-savvy. Therefore, *PC World* is also an important part of the overall enterprise/business technology topology since it reaches PC-proficient managers. *Solutions Integrator*'s new emphasis on enterprise-level technology integration puts it in the same ballpark, too.

Importantly, our editorial approaches to serving our readers are different, our circulation strategies are different, our circulation overlap is relatively small, and our look-and-feel design approaches are decidedly different. There's no mistaking the fact that we all cover technology very well — some of our publications from a nuts-and-bolts, feeds-and-speeds perspective, others through a more strategic filter with heavy emphasis on business results. All in all, IDG's dominance of the core enterprise/business technology publishing market is overwhelming, with revenues from these business units far surpassing CMP's total worldwide revenues, let alone swamping its few enterprise publications. *PC Week* has lost significant marketshare to *InfoWorld*, and as a result Ziff-Davis is a rounding error in the enterprise publishing space.

What *Computerworld* has done differently from the beginning is to place a huge emphasis on the career development of IT executives. Computerworld Careers is a $10 million business for us at Computerworld, easily making it one of the true differentiators between the various IDG enterprise publications. Vice President/Recruitment Advertising **John Corrigan**'s business includes recruitment advertising, supplements, technical recruiting conferences, a campus edition, research and online resume services. In order to build true affinity with readers, a newspaper like *Computerworld* must get to the heart of the most important needs any fast-track IT Leader has, and that is to help him or her rapidly develop their skills, understand changes in technology, help them make outstanding strategic decisions, and provide them with a chance to move up in the organization or to a new company. Computerworld Careers epitomizes our focus on and commitment to IT Leaders and their desire to be a success in their business careers.

Importantly, at least from the perspective of the core IDG enterprise publications, *Computerworld*'s differentiation strategy is built around the global strength of the brand. There are 47 *Computerworld* newspapers distributed in some 52 countries, representing 20 or more languages. More than eight million IT Leaders read a *Computerworld* newspaper every Monday, and in the case of Sweden and Norway they actually do so two to three times per week since we are published several times per week in those countries. Business is global and is being driven more and more by technology in-novation, so it is particularly exciting to recognize that the *Computerworld*-branded product line has truly become "the world's technology newspaper."

**Where is *Computerworld*'s circulation headed, and how are you working to develop it?**

We are on track to meet the goals laid out in January 1998: moving from 153,000 at the beginning of the year, to 160,000 in June 1998, and on up to 170,000 by December 1998. We see that figure continuing along a steady growth curve, surpassing 200,000 early in 1999 while seeking a natural circulation level of 250,000 or so IT Leaders later in 1999. The final circulation level we are striving to reach will be dependent on some research we are fielding in the next few weeks in which we will determine how many potential readers there are that meet our definition of IT Leader.

• CONTINUED PAGE 5 •

### YEAR 2000

*continued from page 1*

2000").

Why the concern? With so much of modern business heavily dependent on computers and electronics, IDG could come to a screeching halt.

Newkirk tells of going to a recent Y2K-readiness seminar in Boston. An IS director of a major Boston bank who spoke there said the bank had two branch offices with vaults that were not Y2K-compliant and would lock shut permanently on Jan. 1, 2000. So the bank plans to remove what they can from the vaults, prop the vault doors open with a brick on Dec. 31, 1999, and post a security guard outside the vaults every night until new ones can be installed.

Newkirk has a contingency plan, too. Many of them, as a matter of fact.

> *What is World Update doing to make sure it can still deliver its issues? What is PC World doing to make sure its e-mail system and remote access will work?"*
>
> **Nancy Newkirk**

"We want to make sure all of our key vendors are responsible for their software, and we want to make sure they're going to be in business. Can they process a payment or take an order from us? Is their product or service Y2K-compliant? If Brown Printing [one of IDG's major printers] says, 'We're not going to be Y2K-compliant' then we have to have a contingency plan. Computron — which provides our financial systems, general ledger and accounts payable — has to tell us if their general ledger system will work in 2000."

#### Y2K assessment surveys

To this end IDG's Framingham, Mass.-based Information Services group is sending out Y2K assessment surveys to the company's key vendors, customers and suppliers to ask them if their software or service is Y2K-ready. If it is not, then Information Services and the business units involved will create a contingency plan. (The survey and its reponses will be posted on the Corporate Services Group's intranet Web site at <http://www.idgcsg.com>.)

Ninety percent of it is playing Chicken Little," Newkirk said. "I'm sending out all these surveys, and I'm sure no one's going to come back and say, 'No, we have no intention of being Y2K-compliant.' But we have to do it and show due diligence legally. If [the vendors] don't have a Y2K plan then we have to have a plan to replace them or a backup plan if they don't exist in 2000."

According to Newkirk, the tone of the survey is "'Just in case you really didn't know about it, I'm trying to tell you as a valid and important business partner of IDG that you need to do something about the year 2000.' "

Newkirk said the contingency plans are for both IDG's and its vendors' internal processes and that both IDG and the vendors will have contingency plans. Information Services is currently making sure internal softwares and hardwares will work.

"Basically, it's a replacement/contingency plan," Newkirk stated. "With some companies I'm just not willing to go on a spit and a promise. Some companies we'll just replace before Dec. 31, 1999. If you can't get a vendor's assurance and can't test the product yourself, then you have to have a plan in place for Jan. 1, 2000, to provide the same or similar service. It may be a modem bank that won't work, but we can replace it temporarily with a backup and we can identify the products we can use to replace it.

"We'll do the replacements in '99 throughout the year," Newkirk continued. "We're planning to have all of our contingency plans in place by this December and all the plans executed by next December."

Newkirk said she is also concerned about IDG's international business units, none of which fall under her aegis. "I'd love to consult with them on their plans. A lot of it is common sense when you get right down to it. This goes for the domestic business units as well. What is *World Update* doing to make sure it can still deliver its issues? What is *PC World* doing to make sure its e-mail system and remote access will work?"

IDG business units are also receiving Y2K-readiness surveys from companies it deals with. "We've probably received about 100 so far that we've needed to respond to," Newkirk said. "I've e-mailed all the business units and offered to answer the surveys they receive. What I do is send out IDG's blanket statement that basically says, 'Yes, we know about Y2K, we're working on it, and we're going to be ready.' The individual business units have to read that statement and agree that those things are true." Newkirk noted that IDG will not answer specific Y2K-readiness questions such as those requesting specific cost figures, names and contacts.

Newkirk said that even if Information Services thinks it's ready, "we're going to have to be a little more on call. Traditionally, no one works on Jan.1, but we'll be working then. We'll be available no matter what happens. People are probably going to panic. Our philosophy is to be there for people."

*For more information, contact Nancy Newkirk at <nancy_newkirk@idg.com>.*

### OTHER STEPS TO BE TAKEN

**Besides surveying its business partners' Y2K readiness, IDG's Information Services department's plan for preparing for the Year 2000 consists of the following:**

- **Inventory all software and hardware.**
- **For purchased software and hardware, contact the vendors to ask for their Y2K-readiness status.**
- **Test system where it is possible.**
- **For those systems we cannot test and for which the vendor does not have a satisfactory response, develop a contingency plan.**
- **For internally developed systems, test and change the systems as needed.**
- **Develop a support plan for the last few days of December 1999 and all January 2000 to be able to respond to any Y2K failures.**

IDG

## *Job Opportunities – August 24, 1998*

**Billing Specialist (CIO)**
CIO is seeking a Billing Specialist. In this position you will have full accounts receivable responsibility (data entry through invoice generation), along with account reconciliation, adjustment processing, contract management, and customer history maintenance. Ideal candidates will posess an accounting degree with a minimum of 5 years AR experience and the ability to work with Excel, Word and Filemaker Pro. Candidates must be able to work well under deadlines and have the ability to assume general accounting/finance responsibilities as needed on a cross-trained team.
*Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Marketing Communications Assistant (CIO)**
CIO is seeking a creative and enthusiastic self-starter to join its Marketing team. As the Marcom Assistant, you will assist with sales announcements, postcards, and newsletters, including writing, copy-proofing and interviewing readers and advertisers. You will also maintain the Marcom intranet and the Media Clubhouse Web site. Administrative duties include direct mail response tracking/reporting, processing invoices and handling inquiries and orders for ConsultWare products, including data entry, fulfillment and database management. Ideal candidates will possess a BA in a Liberal Arts discipline, journalism, marketing, or communications; 1 - 2 years office experience; strong writing, communication, and organization skills. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Senior Editor (Computer Currents)**
National computer magazine seeks senior editor to assign, edit, write, and manage features, reviews, and how-to articles. Candidate should have 5+ years magazine experience and be thoroughly experienced with the PC and a range of programs. Writing skills a must. Please send cover letter, resume, and clips. *Location: Berkeley, CA*
Contact: R. Luhn, Fax: 510-527-4106, Email: rluhn@aol.com

**Office Services Assistant (CW)**
Computerworld is seeking an energetic detail oriented person to work in our busy mailroom. Responsibilities include sorting and distributing mail, FedEx, UPS, and other inbound material, shipping and receiving, processing warehouse requests and maintaining inventory database, assistance with general maintenance and other duties as assigned. Candidates must be organized, possess excellent communications skills, and have the ability to juggle multiple tasks. Experience in mailroom, shipping/receiving environment is desired. Valid MA Driver's license and ability to lift 50lbs. required. *Location: Framingham, MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: mary_scanlon@cw.com

**Intern, Latin America Research (IDC)**
The successful candidate will be responsible for conducting primary and secondary IT-related market research in the IDC library and/or through discussion with IDC analysts and industry contacts. Will interact with clients within IS organizations, computer vendors, and industry professionals over the telephone as necessary. Will work on various projects. This individual must be highly motivated with the ability to work independently, computer industry knowledge, good people and writing skills, CD-ROM/Internet searching experience, and Microsoft Windows/Word/Excel experience. Past research experience a plus. *Location: Miami, FL*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

**Research Analyst, Applications Software (IDC)**
IDC's Applications and Information Access Research Program seeks an applications software analyst to respond to customer inquiries and to perform quantitative and qualitative market analysis on e-commerce software and services industry (e.g. financial services) applications markets. Responsibilities include providing excellent service to our customers and conducting market research in these fast growing business areas under the direction of program management. We are looking for someone with the following skills: research, professional networking, and client services. Insightful, prolific writers preferred. Experience: familiarity with the above applications areas, research, journalism, IT product management or implementation. Professional attributes: Entrepreneurial, values ownership and being part of a cohesive, accomplish-oriented team. Motivated to build an industry consulting business for the world's leading IT market research firm and a reputation as a thought leader in the computer industry.
*Location: Framingham, MA*
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

**Sales Manager, Major Accounts (IDC)**
IDC is seeking a high level major accounts sales professional who will be responsible for managing IT market research sales and business relationships at US HQ locations and coordinating worldwide business for several top IDC vendor customers. Will be responsible for monthly sales of syndicated market research to include renewing existing services as well as selling new annual services, other syndicated research, and custom consulting (working with dedicated consulting sales partner). Reports to VP of Major Account Sales. Will require approximately 60-70% travel and excellent presentation, account organization and penetration skills. Computer applications skills (email, word processing, spreadsheet) necessary. Must have a minimum of 5 - 8 years of executive selling experience with complex goods or services to technology vendors. *Location: Mountain View, CA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

**Executive Assistant (IDG Games Media Group)**
IDG Games Media Group/PC Games is currently seeking an Executive Assistant to provide support to the Executive VP in all administrative tasks, including clerical support, office support, customer service, and general support. This position is also responsible for ensuring the smooth functioning of the office of the Executive. VP, as well as facilitate and expedite both incoming and outgoing communications of this office. Ideal candidate will have excellent organizational, multi-tasking, communication (written and verbal), interpersonal and computer skills (knowledge of MS Office is a must); must be proactive and willing to learn. Minimum 2 years experience required; prior publishing experience a plus.
*Location: San Francisco, CA*
Contact: C. Aguilar, Fax: 415-267-1742, Phone: 415-974-7377, Email: carina_aguilar@idg.com

**Business Development Manager/Director (IDG.net)**
Working with IDG.net edit and tech teams, and with IDG's sites, this manager will create new IDG.net products for revenue generation and execute appropriate partnerships for circulation development. In addition to online experience and familiarity with the technology industry, this position requires a consensus orientation, entrepreneurial spirit, and excellent general management skills. The ideal candidate will also have 3+ years experience; a college degree is required.
*Location: San Francisco, CA*
Contact: L. Morgan, Fax: 415-267-4558, Phone: 415-267-4516, Email: laurie_morgan@idg.com

**Online Advertising Coordinator (IDG.net/GWAN)**
IDG.net/GWAN has an opening for a Spanish-speaking Online Advertising Coordinator. Reporting to the Operations Manager, this individual will coordinate centralized buys of advertising across multiple IDG web sites. Working with IDG.net/Global Web Advertising Network Account Managers, publication sales representatives, website administrators, and our worldwide ad serving provider, the Coordinator will prepare advertising proposals, troubleshoot problems, coordinate updates, changes and credits and provide post campaign reporting analysis. Experience in new media for an advertising agency, tech support, ad sales, or web publishing extremely desirable. Requires a demonstrated ability to be highly organized, detail-oriented and a proven self-starter required. Must speak fluent Spanish.
*Location: San Francisco, CA*
Contact: J. Hourston, Fax: 415-267-4558, Phone: 415-267-4535, Email: jill_hourston@idg.com

**Associate Editor (Web Publishing, Inc.)**
Web Publishing, Inc. in San Francisco is seeking an Associate Editor for a new online publication product. Position requires four years editorial experience in computer journalism, and knowledge of Linux. Interest in technical and market issues required, as is a working knowledge of a word processing program. Creativity, self-motivation, willingness to keep up with new technologies and ability to insure accuracy of technical details required. Diplomacy and negotiating skills, as well as the ability to work well with a fun group of people, are also useful. *Location: San Francisco, CA*
Contact: B. McDonald, Fax: 415-267-1732, Phone: 415-978-3395, Email: sarah@wpi.com

**Associate Editor (Web Publishing, Inc.)**
Web Publishing, Inc. in San Francisco is seeking an Associate Editor for a new online publication product. Position requires four years editorial experience in computer journalism, and knowledge of Windows NT. Interest in technical and market issues required, as is a working knowledge of a word processing program. Creativity, self-motivation, willingness to keep up with new technologies and ability to insure accuracy of technical details required. Diplomacy and negotiating skills, as well as the ability to work well with a fun group of people, are also useful. *Location: San Francisco, CA*
Contact: B. McDonald, Fax: 415-267-1732, Phone: 415-978-3395, Email: sarah@wpi.com

**Editor in Chief (Web Publishing, Inc.)**
Web Publishing, Inc. in San Francisco is seeking an Editor in Chief for a new online publication product. Familiarity with Linux/OpenSource products and market desired. Position requires an interest and willingness to get involved in technical issues, and an understanding of the Internet industry and its applications. Experience leading an editorial team and excellent writing and journalistic skills are necessary, as are good analytical and leadership skills.
*Location: San Francisco, CA*
Contact: B. McDonald, Fax: 415-267-1732, Phone: 415-978-3395, Email: sarah@wpi.com

**Editor in Chief (Web Publishing, Inc.)**
Web Publishing, Inc. in San Francisco is seeking an Editor in Chief for a new online publication product. Familiarity with Windows NT products and market desired. Position requires an interest and willingness to get involved in technical issues, and an understanding of the Internet industry and its applications. Experience leading an editorial team and excellent writing and journalistic skills are necessary, as are good analytical and leadership skills.
*Location: San Francisco, CA*
Contact: B. McDonald, Fax: 415-267-1732, Phone: 415-978-3395, Email: sarah@wpi.com

**Web Production Assistant (Web Publishing, Inc.)**
Web Publishing, Inc. requires a highly skilled, creative person to join the production department. The position requires extensive knowledge of HTML, Mac computers, image processing, and layout software (PhotoShop, Illustrator, Quark) to allow meeting regular deadlines and the production of printed marketing materials as needed. Design experience and previous exposure to online publishing production required, as are good communication skills and the ability to work independently. Familiarity with UNIX a plus. *Location: San Francisco, CA*
Contact: C. Strolle, Fax: 415-267-1732, Phone: 415-974-7351, Email: carl@wpi.com

**Account Manager (2 positions) (Web Publishing, Inc.)**
Web Publishing Inc. in San Francisco requires salespeople with minimum three years advertising and/or interactive media sales experience, and general familiarity with the Internet and the computer marketplace. Familiarity with publishing processes, negotiation, and communication skills are expected. Major areas of responsibility will be selling advertising space and facilitating advertising production. Web Publishing, Inc. is immediately expanding from two well-established developer publications to four. *Location: San Francisco, CA*
Contact: E. Ramirez, Fax: 415-267-4570, Phone: 415-974-7443, Email: tony@wpi.com

**Associate System Administrator (Web Publishing, Inc.)**
Web Publishing, Inc. in San Francisco seeks an Associate Systems Administrator with prior experience maintaining UNIX systems, Macintosh and PC administration experience, the ability to craft clever Perl and shell scripts, self motivation and a genuine and demonstratable ability to work well with others. Other duties include maintaining the dialup accounts for the staff and search engines. The ability to write in programming languages such as Java and C, and knowledge of Linux and Windows NT is a plus. *Location: San Francisco, CA*
Contact: D. Burnette, Fax: 415-267-1732, Phone: 415-974-7313, Email: sarah@wpi.com

**Marketing/Business Development Coordinator (IDG.net/GWAN)**
The coordinator supports business development and marketing functions for IDG.net/GWAN by establishing links from appropriate external sites to IDG.net, executing marketing programs, coordinating signage for events, preparing email and postal mailings, maintaining mailing databases, and other projects as needed. The ideal candidate must have excellent organizational, communication (written and verbal), and computer skills; college degree required.
*Location: San Francisco, CA*
Contact: L. Morgan, Fax: 415-267-4558, Phone: 415-267-4516, Email: laurie_morgan@idg.com

**Mailroom Assistant (NW)**
Network World has an opportunity available customer focused individual to work as an Assistant in our growing mailroom. Responsibilities include sorting and distributing mail, courier packages such as FedEx, Airborne and UPS, as well as handling shipping and receiving, processing warehouse requests, maintaining inventory database and assisting with general maintenance and other duties as assigned. Candidates must be very organized, have a strong customer focus, be detail-oriented, possess excellent communications skills, and have the ability to juggle multiple tasks. Experience in mailroom, shipping/receiving environment is desired. Valid MA Driver's license and ability to lift 50+ lbs. required.
*Location: Framingham, MA*
Contact: D. Caldwell, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

**Online Copy Editor (NW)**
Network World Fusion, the online edition of Network World, has a Copy Editor position opening Oct. 1. We're looking for somebody with one to two years of daily editing experience; somebody who can turn stories around quickly and accurately. In addition to daily copy editing, the job involves editing weekly newsletter editing and headline writing. Knowledge of Web and networking terms and issues is a definite plus, as is an interest in writing - we want somebody who can grow along with us. *Location: Framingham, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

**Staff Editor (PCW)**
This person will write, edit, and assign daily and less frequent stories, and design, develop, and implement editorial features for the PC World Online. Must have strong reporting and editing skills. Should have technical knowledge and be able to differentiate PC and Web products and technologies. Experience in online publishing a plus, but not required. Successful candidates should be willing to adopt writing and editorial workstyle to accommodate a constantly evolving set of web publishing opportunities and technologies. Candidates should be comfortable with a daily publishing schedule and work environment. *Location: Boston, MA*
Contact: E. Bender, Fax: N/A, Phone: 617-482-2750, Email: eric_bender@pcworld.com

**Administrative Assistant (Web Publishing, Inc.)**
This person will provide administrative support to the Marketing & Business Operations department of Web Publishing, Inc. for web publications SunWorld, JavaWorld and other pending new launches. One year general administrative experience, with knowledge of Mac systems, Filemaker, Word and Excel are required, as are flexibility and good interpersonal skills. The desire to work with minimal supervision in a team environment, strong attention to detail, and excellent project organizational skills are essential to this position. *Location: San Francisco, CA*
Contact: B. McDonald, Fax: 415-267-1732, Phone: 415-978-4519, Email: sarah@wpi.com

**Sales Administrative Assistant (Web Publishing, Inc.)**
The role of this position is to provide all aspects of sales support to the entire sales group under the direction of the Sales Operations Administrator, for web publications JavaWorld, SunWorld, and pending new launches. Two years general administrative experience, with knowledge of Mac systems, Filemaker, Word and Excel are required, as are flexibility and good interpersonal skills. Quark, PowerPoint a plus. *Location: San Francisco, CA*
Contact: T. Hunt, Fax: 415-267-4570, Phone: 415-974-7443, Email: tony@wpi.com

# Macworld Online Launches iMacworld.com Site

Mac aficionados across the U.S. cooled their heels in long lines at computer retail stores Friday evening Aug. 14 eager to snatch up the first iMac machines, which went on sale at midnight. And when they got their purchases home, unboxed and online, Macworld Publishing was there waiting for them.

iMacworld.com <http://imacworld.com>, a brand-new Web site from Macworld Online, features comprehensive coverage of games, gadgets and gear for iMac users. According to **Phil Dyer**, iMacworld.com editor, the site's charter is to provide visitors with the "quintessential one-stop shopping for all their news and buying information needs" for Macintosh games, home office applications, edutainment and reference software, and gadgets and personal productivity tools. The site will comprise a number of special interest areas including: Games, Home Office, Education, Get Connected, Gadgets and Hobby Shop.

**RIK MYSLEWSKI INTERVIEWS A** *customer on the night iMacs went on sale at the Palo Alto, Calif., Computerware store.* ***Phil Dyer*** *(left) compared the excitement of the evening to "turning a bunch of kids loose in a giant computer candy store."*

Dyer and **Rik Myslewski**, moderator for Macworld Live!, were on hand Friday night as Computerware in Palo Alto, Calif., opened its doors to eager iMac buyers. "The turnout was sensational," Dyer said. "Everyone seemed to be starstruck by the new machine. Once they got in the store, they were crowded around demos in awe."

Dyer and Myslewski arrived at the event in the "iMacmobile," a brand new Volkswagen Beetle complete with iMacworld.com and Macworld Live! promotional signage. While there, they interviewed customers and gave out hundreds of t-shirts with iMacworld.com logo.

"Dovetailing the launch of iMacworld with the on-sale date of the iMac allowed us to accomplish a number of marketing goals, not the least of which was extending the stalwart *Macworld* brand and keeping the momentum of Macworld Live! events going after the Macworld Expo was over [July 8-10 in N.Y.]. The timing of iMacworld couldn't have been better. We rode the news wave of the Apple coverage which provided an ideal context in which to launch this new webzine." said **Vickie Welch**, VP, Marketing for Mac Publishing L.L.C.

**ONLINE: JIM MARTIN**

*continued from page 3*

*Computerworld* is relying on its core competencies in research, circulation and database management to identify the most significant technology-rich business sites in the country, as well as finding out who the IT Leaders are at each site. *Computerworld* will make sure that those individuals with the greatest buying power (the 20% of the market that buys 80% of all technology products) receive a qualified subscription to our publication each week. We have a broad-based team working on these key issues, with team members representing Circulation, Editorial, Marketing and *Computerworld*'s Information Management Group.

*Computerworld*'s circulation today is 100% paid, but it is also 100% "qualified" when you consider that writing a check is an extremely high qualification criterion. Controlled circulation is also considered "qualified" since the various auditing services provide the parameters for identifying a subscription as qualified. In the past, the advantage of being qualified paid vs. qualified non-paid had more to do with timely delivery by the U.S. Postal Service since each class of service was handled differently. Today, that distinction is moot due to the more efficient commingling, bar-coding and pre-sorting techniques publishers employ before the publications even hit the post office system, enabling non-paid publications to be delivered on a priority basis along with paid publications. Both circulation methods offer advantages and can be used exclusively or in combination.

As we expand the Computerworld Technology Buyers Database of IT Leaders, we will strive to penetrate the 40,000 most technology-rich sites in medium to large enterprises. Our current research will determine exactly what method of circulation is required to guarantee that *Computerworld* is delivered in qualified form to each and every key technology strategist. Ultimately, we feel that the newspaper, fee-based advisory services, and continuous information programs can be bundled to elicit some form of annual payment from these technology strategists. Leveraging our relationship with them by creating paid-for information services is a critical strategy over the next three years. At the end of the day, we have far more reader customers than we have advertising customers, by a factor of 10. That fact would suggest that revenue from knowledge-based information services marketed to this group of qualified IT Leaders would make newspaper-only subscription revenues pale in comparison and potentially could equal or surpass ad revenue in total dollar volume for *Computerworld*. In growing our overall market valuation as a company, and in working to help increase the valuation of IDG's ESOP, it is evident to all of us at *Computerworld* that the "Gartner" model is far more attractive role model for us than the "CMP" model.

## NOTEWORTHY

### PROMOTIONS

INZA

IDG WORLD UPDATE

International Publishing Services' (IPS) IS Support Specialist **Steven Inza** has been promoted to desktop and telecommunications specialist.

"Steve has done a great job helping to define, acquire and support our desktop standards," said **Morris Effron**, IPS IS director. "He has worked hard to provide top-level support to our users and has always made timely and effective support his top priority. Not only is he an effective problem-solver, but he manages the challenge of helping our far-flung, time-pressed users with great humor and charm."

### NEW EMPLOYEES

COLDWELL

IDG WORLD UPDATE

*PC World* has signed **Kate Coldwell** as its new director of human resources, a position she recently held at Chronicle Books. She earned a B.A. in history from the University of Virginia and is an avid reader.

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*PC Advisor* in the U.K. has hired **Jess Read** as a designer. Formerly a marketing assistant with Reed Books, she also holds a B.A. in graphic design from the Norwich School of Art.

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**Bill Hooven** has signed on as the Games Media Group's circulation manager, coming from Fawcette Technical Publications where he was circulation director. A graduate of St. Joseph's University in Philadelphia, he holds a B.A. in English literature and is working toward an MBA. He likes to hike, play tennis and read.

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Formerly an HR representative at N.E.T. Corp. in Redwood City, Calif., **Tricia Sur** takes on the human resources manager's role at *Computerworld*'s West Coast office. She holds a B.A. in political science from Georgetown University in Washington, D.C., and an M.A. in counseling psychology from Boston College. When not skiing or boogeyboarding, she explores San Francisco's restaurants.

SUR

IDG WORLD UPDATE

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NEALAND

IDG WORLD UPDATE

IDG International Publishing Services welcomes **Michele Nealand** as the group's new office support specialist. Michele graduated from the University of Massachusetts/Amherst this year with a B.A. in psychology and a minor in sociology. Whitewater rafting and hiking up Mt. Washington are among her outdoor plans this summer.

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STRAUCH

IDG WORLD UPDATE

*PC Games*' new features editor is **Joel Strauch**, who comes to IDG from Smart Computing. He holds a B.S. in secondary education from the University of Nebraska/Lincoln, is "a rabid Huskers fan, an avid moviegoer and a vapid conversationalist." He claims to have made the drive from Nebraska to California "without sacrificing all sanity."

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Public Relations Manager **Sue Vaillancourt** comes to *InfoWorld* from Miller/Shandwick Technologies, where she was responsible for PR for Compaq. She graduated from New England College in Henniker, N.H., with a B.A. in communications and is an MFA candidate at Boston's Emerson College. She enjoys biking and creative writing.

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A former temporary employee with IDG Books' Brand and Ventures division, **Angela Kang** joins the company full-time as a subsidiary rights assistant. She earned a double B.A. in philosophy and comparative literary studies from Northwestern University in Chicago and enjoys restoring furniture and antiques, dancing and writing.

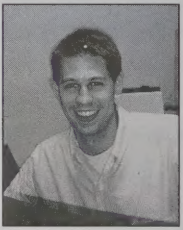
### TRANSFERS

ROCHE

IDG WORLD UPDATE

Most recently the financial administrator for IDG International Publishing Services in Boston, **Stephanie Roche** is now an accounting assistant for Internet Commerce Expo in Framingham, Mass. She joined IPS in February 1997. While happily trading in her long commuter rail ride for a shorter drive, Stephanie will still return to Boston frequently to cheer on her beloved Red Sox.

### ETC.


WHITAKER

IDG WORLD UPDATE

IDG Books' Indianapolis Receptionist **Jason Whitaker** recently received the company's RAP (Recognition Award Program) Award for tracking all the CompUSA and Staples rebates on behalf of the Order Services team.

"Jason tracked for us all the names and addresses to an Excel spreadsheet. This task was monumental and involved opening over 7,000 pieces of mail, sorting rebates by the types of books, and tracking all the information onto a spreadsheet," said Order Services Manager **Linda Perkins**. "Jason did an amazing job for us. His willingness to tackle this project along with his normal responsibilities at the front desk allowed us to respond quickly to the rebate requests, provide accurate information to our customers regarding rebate status and monitor the response to the rebate effectively. This project would have been difficult to manage without Jason's hard work."

*All business units are welcome to send information and photos for the Noteworthy section to: world_update@idg.com.*

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**TWENTY-SEVEN YEARS**
Eileen O'Brien - IDC

**FIFTEEN YEARS**
Francine Benedict - IDG

**THIRTEEN YEARS**
Kaye Sharbrough - The Industry Standard
Susan Miller - FCW

**ELEVEN YEARS**
Kimberly Schuberthan - IDC
Luis Camus - PC World
Karen Niles - InfoWorld
Roseann LaBruno - InfoWorld
Reinelle Hicks - InfoWorld
Steve Vito - FCW

**TEN YEARS**
Nancy Sheehan - IDG
Mike Malone - IDG

**NINE YEARS**
Brad Christenson - IDC

**EIGHT YEARS**
Mitchell Hayes - Computerworld
Margo Dunn - FCW

**SEVEN YEARS**
Nancy Newkirk - IDG
Jennifer Ramirez - IDG Books
Joanne Wittren - Network World
Ann Roskey - Network World
Tina Templin - IDG Corporate Marketing

**SIX YEARS**
Shane Rau - PC World

**FIVE YEARS**
Leta Fisher - IDG Books
Cheryl Stephenson - PC World
Joyce Clarke - PC World
Doug Mashkuri - FCW

**FOUR YEARS**
Eril Karaagac - IDG Turkey
Judi Taylor - IDG Books
Lizah Aman - IDC Malaysia

**THREE YEARS**
Tammy McGhee - IDC
Brad Baldwin - IDC
Allen Holmes - FCW

**TWO YEARS**
Michael Cousins - IDC/LINK
Nicholas Burke - Computerworld
Douglas Bothwell - Computerworld
Anne Freidman - IDG Books
Steven Hayes - IDG Books
Alison Fennings-Wetherall - PC World
Pamela Kerensky - Network World
Sharon Schawbel - Network World
Mike Cranna - IDC U.K.

**ONE YEAR**
Toshiyuki Higuchi - IDG Japan
Satoshi Kawazoe - IDG Japan
John Battelle - The Industry Standard
Sarah Henshaw - IDG New Zealand
Mark Hall - IDC
Kerry Gumas - IDG World Expo
Anne Scoville - IDG Research Services
Amy Hudson - Computerworld
Brian Kramer - IDG Books
Sandra Lee Neto - IDG Books
Christy Clinton - IDG Books
Leslie Schuette - IDG Books
Rosi Moser-Müller - IDG Austria
Dodi Rabinovitz - Network World
Naomi Jackson - IDG Australia

## Comdex Hotel Rooms Going Fast

The IDG News Service is holding a block of rooms at the Royal Hotel & Casino, a five-minute walk from the Las Vegas Convention Center, home of Comdex Fall '98. The cost is US$150 per night. Rooms will be allocated on a first-come, first-served basis. The hold on some rooms will expire Sept. 1, so reserve now!

Contact IDG News Service Editor-in-Chief **Rob Garretson** at rob_garretson@idg.com.

## NEW SLOVENIA ADDRESS

**Monitor Magazine (PC World)**
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## CLARIFICATION

**In a page 2 sidebar of the July 27 issue of *IDG World Update*, the attribution for the "marketing tricks" shared by Andy Hart at the European Publishing Institute was inadvertently omitted. The information was drawn from *The 22 Immutable Laws of Marketing: Violate Them at Your Own Risk!* by Al Ries and Jack Trout (HarperBusiness, 1993).**

## NEWS YOU CAN USE

Here's one of the many tips available from the "Lotus Notes Tip of the Day" newsletter, one of 78 free e-newsletters available from PC World's TipWorld product line. To subscribe, visit http://www.tipworld.com.

It's vacation time, so it's time to set your "Out of the Office" agent in Notes mail. When you're out soaking up the sun, this handy device tells anyone that sends you a mail message that you're unavailable for the vacation time. It's easy to set up the agent. Open your mail database and choose Actions, Mail Tools, Out of Office, which opens the Out of Office Profile form. Just fill in the leaving and returning dates in the appropriate fields, then enter the message that you want people to receive. You can also create a special message for certain groups or exclude people or groups from the message entirely. When you're finished, click Enable Out of Office Agent, then choose the server at the prompt. Click OK at the Agent Enabled prompt, and you're ready to hit the beach.

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## CELEBRATING 10

# Annike Ryström

**HOME:** Stockholm, Sweden

**CURRENT TITLE:** Marketing Manager, *MacWorld Sweden.*

**MOST CHALLENGING PART OF YOUR JOB:** At *MacWorld* we try to keep a high level of editorial quality and profit margin — to do both at the moment is the biggest challenge of all.

**BEST PART OF YOUR JOB:** The people I meet — both our customers and all the mad guys at our office.

**WHAT'S KEPT YOU AT IDG FOR 10 YEARS?** The people, the chance to do things my own way and to do new things all the time. The feeling that IDG is on the move.

**IF YOU COULD CHANGE ONE THING ABOUT IDG, WHAT WOULD IT BE?** More interchange between countries regarding experiences and information.

**BEST COMPLIMENT YOU'VE RECEIVED ON YOUR WORK?** I've often been told in customer surveys that my customers trust me — that is the best compliment I can get from them.

**INTERESTS OUTSIDE THE OFFICE:** Apart from family, house and friends, I love a nice stroll in the woods with my camera always ready. A ride on the Harley with my husband. Travelling on vacation.

**FAMILY:** Husband, Jan; daughter, Karolina, 3 years; and one on the way.

**FIVE PEOPLE — LIVING OR DEAD — YOU'D INVITE TO A DINNER PARTY?** John F. Kennedy, Martin Luther King, Nikita Khrushchev, Mother Teresa and Nelson Mandela. We could change the world, don't you think?

IDG CHAIRMAN PAT McGOVERN ESCORTS ANNIKE RYSTROM TO *lunch in honor of her 10 years of service to IDG Sweden.*

**WHAT DID YOU WANT TO BE WHEN YOU GREW UP?** A teacher; thank God it didn't turn out that way.

**WHAT OTHERS CAN'T TELL JUST BY LOOKING AT ME:** I'm softer inside than people think.

**IF YOU WON THE LOTTERY TOMORROW, YOU WOULD:** Buy a new, bigger house by the sea. Begin work for free with the Red Cross or a wildlife society. Travel around the world.

**IF I COULD DO ONE THING OVER:** Have one last word with my grandfather.

**MANAGER'S PROFILE:** "Annike loves our advertisers. And they love her. When we have a problem with a client or advertising is lagging for a publication, we call for Annike. She is diplomatic, has a smile for everyone and she does something exciting every day: she gets ad contracts signed."

- ***Bengt Marnfeldt**., managing director, IDG Sweden*

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries. IDG also produces 168 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The *IDG World Update* staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 35

August 31, 1998

CHARLIE GRECO NAMED TO IDG WORLD EXPO LEADERSHIP POST
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MACWORLD EXPO SINGAPORE AND iMAC'S ASIAN DEBUT DRAWS 21,000 ATTENDEES
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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

# *CIO* to Help Broadcasters Build Better Web Sites

The National Association of Broadcasters (NAB) has tapped *CIO* as a partner in its effort to help members build a better Web site.

NAB WebSource is an interactive online guide designed to keep stations up-to-date on developments within the Internet that will affect the broadcasting industry. The site features interviews and articles that provide valuable information to broadcasting executives and key players in station Web site development.

*CIO* magazine, along with two Web sites, The Antenna and The Shop Interactive, will supply the NAB with strategic information on Web business initiatives and site building know-how.

According to CIO President and CEO **Joe Levy**, the partnership with NAB benefits *CIO* in three major ways:

- It's a traffic builder for CIO.com. Each story that's posted on WebSource links back to *CIO*. And, as one of three partners, *CIO* receives high visibility via banners on the WebSource site.
- The partnership underscores *CIO*'s expertise in reporting on Web business initiatives.

• CONTINUED PAGE 5 •

# Mac Publishing Launches *eMediaweekly*

Digital media managers now have a new resource for information on the latest industry and product news, reviews, technology and solutions. On Aug. 25, Mac Publishing, L.L.C. released the premiere issue of *eMediaweekly*, the only U.S. weekly news publication dedicated exclusively to multi-platform digital content creation.

*eMediaweekly* debuts with a BPA-controlled circulation of 85,000 digital media managers across North America.

"The digital media industry is projected to grow to more than $317 billion annually by 1999," said *eMediaweekly* Publisher and Editor-in-Chief **Rick LePage**. "*eMediaweekly* directly meets the needs of the influencers in this market — digital media professionals who are responsible for making the buying decisions for their company's content creation and management products, whether it's for the Web, multimedia or traditional print publishing."

«eMediaweekly»
Verdict split on Web image tools
Adobe Illustrator 8 in line for fall debut
QMS preps new color laser
Corel goes deep

The 56-page premiere issue of *eMediaweekly* features integrated editorial coverage of news, trends and analysis, product information, reviews, technology updates and solutions spanning the entire digital media spectrum. Regular weekly departments include Imaging, Print, Web, Multimedia, Systems, Assets, Reviews and Special Reports.

In addition, noted industry insiders will pen regular columns, including Michael Moon, founder and principal of Gistics, a market research firm that tracks the digital media industry; Bruce Fraser, leading industry expert on color management and digital imaging; and Darcy Di'Nucci, renowned book author and pioneering Web designer.

"Our mission is to cover all that's new and noteworthy in the rapidly changing and growing universe of digital media," said *eMediaweekly* Editor **David Morgenstern**.

"Our research shows that multi-purposing content, platform integration, digital asset management and Web creation are critical to the success of our readers' businesses. *eMediaweekly* is the only weekly publication in the market to serve digital media managers with the level of in-depth, objective coverage of multi-platform products that they need," he noted.

The official launch of the new title is Aug. 31, coinciding with the Seybold San Francisco/Publishing 98 conference, whose audience is closely aligned with that of *eMediaweekly*.

• CONTINUED PAGE 5 •

# IN BRIEF

## Charlie Greco Named to World Expo Leadership Post

IDG WORLD UPDATE

GRECO

IDG last week named **Charlie Greco** to the position of president, IDG World Expo Business Development. Greco, an 11-year IDG veteran who most recently served as vice president of events for IDG Expo Management Co., replaces Kerry Gumas, who is starting his own company.

"In his new role, Charlie will be continuing and accelerating the work that the World Expo team has been undertaking in regard to the launch of new events in this important area for IDG growth," said IDG President **Kelly Conlin**. Greco said that he will be focusing not only on the development of new large-scale conferences and expositions but in the successful execution of those events as well.

Greco joined IDC in 1981 as a financial analyst in support of the IDC User Services Group and later served as president of IDC Financial Services. He was the recipient of three Chairman's Awards during his IDC tenure. After IDC Financial Services merged with IDC in 1991, he served at the Corporate Support Center as vice president of IDG and as a member of the Executive Committee.

Greco accepted a post as president of Gulf Computers in 1992, a company specializing in document image processing and systems integration. He joined MHA Event Management (later renamed IDG Expo Management Co.) in 1995 as ComNet show director and was later appointed vice president of events, overseeing show direction, strategic partner relationships and conference content development.

Greco may be reached at IDG World Expo's Framingham, Mass., office via charlie_greco@idg.com, tel: 508-424-4816 and fax: 508-620-6668.

## IDC Marketing Resources Available Online

IDC Marketing resources are available on the Web (http://www.idc.com/idc_id) for IDC offices worldwide. The resources include more than 20 downloadable files in PC and Mac formats for items such as analyst templates, binders, business cards, report covers, news releases, IDC company presentations and Powerpoint presentation templates.

For IDC offices that are creating or updating their Web sites, the Marketing Resources site also includes directions on how to obtain the same look and and feel as the main IDC Web site or how to download a template of the IDC site.

For more information on the IDC Corporate Identity Resources Web site, contact **Laurel Heske** at lheske@idc.com.

## *Solutions Integrator* Racks Up Record Ad Pages

*Solutions Integrator* magazine logged a record issue for August with ad pages and overall folio size both hitting all-time highs. Ad pages in the 10-month-old publication were up more than 40% from five months ago with a total issue folio of 120 pages.

"The tremendous momentum we're experiencing is testament to where the market is headed," said IDG Channel Services Group CEO **Keith Newman**. The enterprise reseller has emerged as a prominent force in the channel as more and more middle market companies (100 to 1000 employees) and divisions of Fortune 500 companies adopt enterprise-class technology to run their business, according to Newman. In order to serve this growing market, traditional VARs and resellers have had to realign their practices in order to take advantage of the opportunities that exist in this market. An increasing number of high-tech vendors are now turning to this middle market as the next logical area of growth for their companies.

"Advertisers are seeing that the enterprise reseller audience is turning to *Solutions Integrator* as a trusted resource and, as a result, they are signing on with us to reach this growing enterprise channel that serves the middle market," Newman said.

Based in San Mateo, Calif., *Solutions Integrator* debuted in November 1997 at Comdex Fall. It reaches 90,000 enterprise resellers whose primary business is providing complex IT solutions to middle market companies and divisions of Fortune 500 companies. The magazine covers complex technology integration issues including technology assessment and implementation, IT buying practices and plans, business strategies, vendor technology roadmaps and vertical industry opportunities.

In addition to *Solutions Integrator*, IDG publishes 24 other channel publications in 21 countries.

For more information, contact Marketing Coordinator **Amanda Lawatsch**, tel: 650-294-7838 or e-mail: amanda_lawatsch@idgchsg.com.

### DID YOU KNOW?

**The IDG News Service <http://www.idgns.com>, whose primary mission is to distribute news, features, columns and other editorial resources to IDG's more than 290 publications worldwide, also has its own correspondents in 12 key markets. These correspondents filed 5,252 original stories in 1997, a 25% increase over the previous year. Thus far in 1998, the correspondents have filed 3,671 stories.**

# ON LINE

**KIT GOULD**

*The publisher of U.K.-based PC Advisor is this week's columnist. Part 1 of his column appeared Aug. 10.*

## PC ADVISOR AT-A-GLANCE

**Number of employees:** 36

**Web site:** PC Advisor On-line <http://www.pcadvisor.co.uk>

**Launched:** October 1995; IDG purchased the publication in February 1996.

***PC Advisor*'s niche:** The general business manager in small and medium-size companies, i.e. the PC-proficient manager who has PC purchasing as part of his/her overall responsibilities.

**Market position:** Second-highest-selling monthly computer magazine in the U.K. Latest circulation is 136,009. No. 1 is Dennis Publishing's *Computer Shopper* with a circulation of 157,000.

**Business unit's latest accomplishment:** Circulation is up 24% year over year and revenue is up 59% year over year. *PC Advisor* is the first title in the U.K. to move to a fixed rate card based on a rate base guarantee.

**Top three goals for FY99:**
- Take circulation to over 150,000 and lock ad rates to circulation (never done in the U.K. before).
- Exploit brand to produce additional revenue streams.
- Explore new magazine opportunities.

**Q To what extent do you work with the other PC World product line titles around the world?**

A Sharing best practices and ideas across the globe has always been a major asset of IDG and *PC Advisor* is no exception to this. I can honestly say that although U.K. publishing is in many ways a unique publishing environment that requires many local ideas and initiatives, we have relied heavily on our colleagues at IDG. The help, suggestions and general support we have received from our friends in the global product line has allowed us to accelerate our growth. In particular the support we have had over the past two years from **Pat Kenealy**, **York von Heimburg** and **Rich Marino** as well as all those who attend the global product line meetings have contributed enormously to the success of *PC Advisor.*

**In part 1 of your column (*IDG World Update*, Aug. 10) you mentioned that tying ad rates to circulation has never been done before in the U.K. Can you explain how ad rates are established and what the difficulties will be in getting advertisers to accept this new policy?**

Traditionally, in the U.K. ad rates have operated in a state of anarchy. Up until the early '90s there was little rhyme or reason behind rates — only that the stronger titles got closest to their rate card. A market sector's CPM could literally be all over the place and this only encouraged 'more' as opposed to 'better' titles. The approach of clients and advertising agencies in particular encouraged this process by selecting cheap rather than best. On our side of things, the publishers were more interested in volumes than yield, and the view was the more titles one could push into a market the better!

It is only in the last five or six years that publishers have realized that you can't live on marketshare alone and have begun to understand the need to develop a rate structure that creates a level playing field amongst advertisers and rewards good publishing.

*PC Advisor* had two hurdles to overcome. The first was to establish the principle of a rate card on a group of inherited advertisers who expected the anarchistic approach. The second was to establish the principle that investment in circulation growth can have a calculatable return. The first was achieved over the last year, and we are now about to jump the second hurdle.

This year our base display advertising rate has increased 25% on an annual circulation increase of 24%. We are right in the middle of introducing this so we will all be able to see just how successful we have been in around three months' time. A heavy part of our pitch is selling the concept that in the long run fewer better titles is better then more weak ones.

**How long have covermounts been essential items to boost newsstand sales? Why was the U.K. so far ahead of the U.S. and other countries with this trend?**

Covermounts have been an integral part of U.K. PC titles for many years. Whilst they are an essential method to attract new readers to sample magazines, it is dangerous to become too dependent upon them. Some magazines have fallen into the trap of becoming little more than "backing boards" for CD-ROMs.

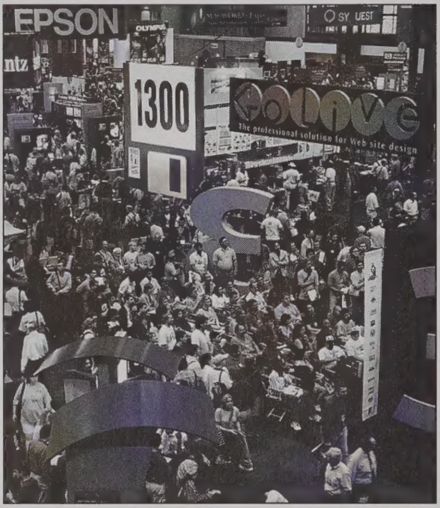
At *PC Advisor* we seek to use these covermounts as a come on for new readers with the objective that we will hold on to a lot these gains in future months. In fact, we now know that well over half of our readers do not consider the covermounts significant to the purchasing decision. This proves that editorial strengths and targeting are the long-term key to successful circulation figures. The U.K. probably introduced this idea first because around 80% of copy sales are through newsstand, and the fierce competition for newsstand profile has always been at the fore of magazine marketing. We are now seeing the covermount principle rolling out around the world, and I would expect that some software companies will start to recognize this as a legitimate aspect of their channel activities by splitting the upgrade proceeds with publishers.

# Macworld Expo to Move from New York to Boston

While the numbers of attendees (34,200) and exhibitors (237) were down slightly at July's Macworld Expo in New York City, that did not mean the long-running — and long-time Boston-based — trade show was not a success.

"After 14 years in Boston, when you change locations you almost treat it as a launch. Plus you have to factor in the climate of the Mac market," said IDG Expo Management Co. Show Director **Rob Scheschareg**.

According to Scheschareg, one of the highlights of this year's Macworld Expo was the "sheer number of companies that came to the show. Considering the market climate, bringing in that many companies was terrific, and it clearly coincided with some of the resurgence coming out of Apple and support from third-party vendors," he noted. "Another success was that the move to New York enabled us to do some new things with the show, the major one being raising the overall professional level of the attendees. The East Coast Macworld always had the perception of being the big consumer event, but what we saw in New York was a much stronger presence from our professional audience."



**THE NEW YORK EDITION OF MACWORLD** *Expo featured a strong presence from professional users.*

Apart from the usual product introductions and conferences, perhaps the biggest news to come out of this year's show was the announcement that it will return to Boston in 1999.

"There are a number of different factors [behind the move]," Scheschareg said. "By moving it to New York we were able to add new components to the show and introduce the brand to the New York market. But there was a strong feeling in Boston that the Mac community wanted it back there. Besides the fact that viable space and dates were only available in Boston, the strongest concentration of users is in the Northeast, so we're hoping to bring together the Boston and New York markets next year. Expanding the Macworld brand to more of the Northeast will result in a better return on investment for the exhibitors' dollars. We're not closing the door on New York, but we have a very strong tradition in Boston."

The next East Coast Macworld will be held Aug. 3-6, 1999, at Boston's World Trade Center and the Seaport Hotel. For more information contact Rob Scheschareg at rscheschareg@idgexpos.com.

# Macworld Expo Draws 21,000 to Singapore

The Macintosh market appears to be alive and healthy in Southeast Asia, as more than 21,000 attendees came to the three-day Macworld Expo Singapore '98 late last month.

"It was an overwhelming success, given the economic situation. The crowd was even bigger than last year," said Ho Chwee Heng, general manager of Diversitec Distributors, the largest Apple distributor in Southeast Asia.

Apple's new iMac system, which made its Asian debut at Macworld Expo Singapore, proved to be a major draw at the show, the only Macintosh-specific show and conference to be held in Southeast Asia this year.

Noting the rapid rise of the Internet and the growing significance of IT in education, show organizers IDG World Expo pegged publishing to be the next big growth industry in the region. Accordingly, World Expo arranged for the show's keynote address to be given by Jeff Martin, Apple Computer's senior director, worldwide design and publishing, and David Moody, Apple director of worldwide desktop product marketing.

IDC estimates that there are currently 300,000 Internet users in Singapore, a number expected to rise to 1.5 million by 2001. Many of these are educators who will increasingly use the Web in the classroom. At the same time, digital video, image editing and Internet publishing have merged into an integrated digital medium that can be realized on the Web, in print and video.

The show covered 3,300 square meters and featured more than 90 exhibitors. The conference segment of the show targeted both business and educational audiences.

The next Macworld Expo Singapore will be held in the summer of 1999. For more information, contact **Rosalynn Chua** at rosalynn@idgexpo.com.sg.

### Upcoming Macworld Expo Events

- **Macworld Expo/Hong Kong Oct. 30-Nov. 1, 1998**
- **Macworld Expo/Madrid Nov. 3-8, 1998**
- **Macworld Expo/Dusseldorf Nov. 12-14, 1998**
- **Macworld Expo/San Francisco Jan. 4-8, 1999**

**For more details, see the events section of IDG.com <http://www.idg.com>.**

Volume 3, Number 7

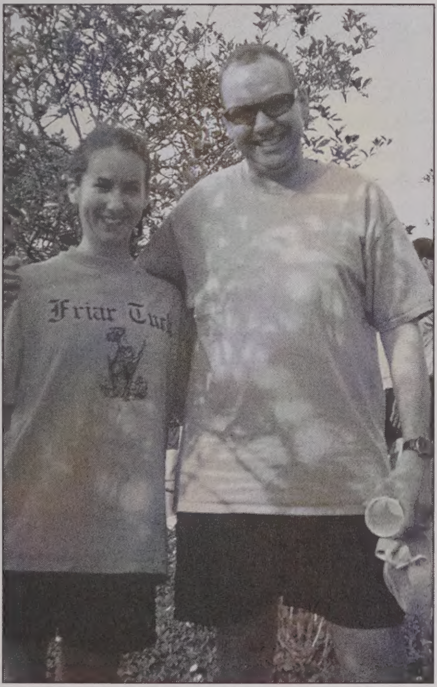
August 31, 1998

# IDG U.S. UPDATE

PUBLISHED MONTHLY FOR IDG EMPLOYEES IN THE U.S.

## IDG Books' Solomon Preps for Fund-Raising Marathon

**llison Solomon** isn't running for her life, she's running for someone else's.



IDG BOOKS' ALLISON SOLOMON AND *her Patient Hero, Dennis Frank, rest after a training run.*

Solomon, an administrative assistant at IDG Book's Chicago office, is participating in the Leukemia Society of America's Team in Training program, which trains people of all ability levels to run or walk a marathon while raising funds to fight against leukemia and related cancers, which struck more than 100,000 Americans last year. Thanks in part to research funded by the Leukemia Society, the survival rate for the most common form of childhood leukemia has improved from 4% in 1960 to 79% today. The society's Team In Training program has raised more than $50 million in the last four years.

### Experienced coaches

Team In Training is the largest training program of its kind in the U.S. and the first to benefit a charity. Experienced coaches train runners and offer advice on technique, race strategies, injury prevention and nutrition.

Added inspiration for Solomon comes from Dennis Frank, her Patient Hero. Frank has non-Hodgkin's lymphoma and recently completed what is hoped to be his last round of radiation and chemotherapy. He has even felt well enough recently to join Solomon on a couple of training runs.

On Oct. 26, Solomon will run in the Dublin (Ireland) Marathon for Frank and thousands of other leukemia patients. Not only is she training for a 26.2-mile run, she is also raising money in the fight against leukemia. Her goal is to raise $4,200 by the time she leaves for Ireland.

Anyone interested in contributing to this cause may contact Solomon at 312-482-8154 or asolomon@idgbooks.com. Checks made out to the Leukemia Society of America may be sent to Solomon at 645 N. Michigan Ave., Suite 800, Chicago, Ill. 60611. Be sure to check with your HR rep to see if your business unit has a matching contribution policy.

## West Coast IDG Team Walks the Walk

his year's San Francisco AIDS Walk was a huge success to which IDG again contributed. The money raised goes to the San Francisco AIDS Foundation and other Bay Area organizations involved in the fight against AIDS.

More than $3.6 million was raised on a hot July 19 during the 10K walk in Golden Gate Park. IDG's 50-person West Coast team contributed $18,363 to the total, placing it 23rd out of 800 teams walking. Last year the IDG team raised more than $14,000 and placed 40th out of 800 teams.

This year's top IDG fundraisers were:

**Diane Hacker**, IDG Accounting: $2,262
**Howard Baldwin**, *CIO*: $760
Shan Yue, Friend of IDG: $610
**Michelle Reyes**, Accounting: $585
**Jill Steinberg**, *JavaWorld*: $580
**Laura Ajello**, Web Publishing: $510
**Nadia Maudsley**, *PC World*: $510
**Carla Lieberman**, PC World Online: $480
**Aimee Hottinger**, Accounting: $440

### VOLUNTEERS NEEDED

**The Boston-to-New York AIDS Ride benefiting HIV/AIDS-related services at the Fenway Community Health Center needs volunteers on Sept. 16 to greet and register participants. For more details, call 617-859-8282, ext. 246 or e-mail lopes@boaidsride.org.**

• FOR SALE • FOR RENT • BIRTHS • MARRIAGES • PEN PALS • HOUSE EXCHANGES • FOR SALE • FOR RENT •

HOUSE EXCHANGES

# IDG WORLD UPDATE's MARKETPLACE

BIRTHS

• PEN PALS • MARRIAGES • BIRTHS • FOR RENT • FOR SALE • HOUSE EXCHANGES • PEN PALS • MARRIAGES •

## FOR RENT

• **Quintessential Maine coast vacation home.** Charming, comfortably furnished home on the ocean about a half-hour north of Kennebunkport. Wonderful, panoramic views from most rooms, mile-long sandy beach close by. First floor has living room with fireplace, large glassed/screen porch, kitchen, dining room, and bath. Second floor has master bedroom with drop-dead ocean views and deck, plus two more bedrooms and bath. Limited to six people. Weekly rentals at off-season rates available starting Aug. 29.

- Contact Melville Realty at 207-284-5350 or e-mail **Cathy Baskin** at cathy_baskin@pcworld.com

## FOR SALE

• **Apple Mac Performa 550**. Perfect for children and teenagers. Like-new Apple Macintosh Performa 550, System 7.1, CD-ROM. Tons of applications and games. Will throw in Brother inkjet printer. $500 or best offer.

• **Futon**. Adjustable, sturdy three-piece futon with mattress and floral cover. $100 or best offer.

- Contact **Tom Wailgum**, *CIO*, 508-935-4654 or twailgum@cio.com

### WHAT'S ON YOUR MIND?

**Send questions about benefits, training and other Human Resources issues to world_update@idg.com. Queries of general interest will be covered in an upcoming issue of *U.S. Update*.**

## BIRTHS

• On Aug. 20, Vice President of Corporate Human Resources **Tom Mathews** and his wife Lori became the proud parents of two baby girls. Emma, 4 lbs., 9 oz., was born at 5:43 p.m., and Morgan, 4 lbs., 1 oz., was born at 5:44 p.m.

• IDC Framingham's Director of Sales **Terri Bergstrom**, husband David, and son Scott welcomed the arrival of Annelise Mahala on August 19. Annelise weighed 9 lbs., 3 oz. and was 20.5 inches long.

• **Cindy Borovick**, IDC Framingham program director, and her husband Gerry welcomed their first son, Nathan Daniel, on Aug. 14. Nathan weighed in at 8 lbs., 8 oz. He has a big sister Geanne, age 3.

• **Ken Hoyt** (IDC Framingham) and his wife Noelle welcomed the early arrival (five weeks ahead of schedule) of their daughter Kendall on Aug. 13. Kendall weighed 5 lbs., 13 oz. Kendall's welcoming committee consisted of big sisters Jessica, age 7; Ashley, 5; and Morgan, 1.

• **Natalie Eisner** (IDC Latin America program manager based in Mountain View, Calif.) and her husband Steve welcomed their first child, Ari Raphael, on Aug. 10.

• **Carol Noad** (IDG Books Indianapolis) and her husband Woody welcomed their first child, Christopher Stephen on June 16, 1998. He weighed 7 lbs., 5 oz. and was 19 inches long.

### HAVE SOMETHING YOU WANT TO SELL, RENT, BUY OR ANNOUNCE?

***Send your ads in by September 16 for them to appear in the September 21 issue.***

Send your Marketplace ads to *IDG World Update* via e-mail at world_update@ idg.com or fax: 617-423-0712. Please include your name, business unit, telephone number and e-mail address.

*IDG World Update Online*'s Marketplace section (http://idgcentral.com) is updated whenever an ad is received.

IDG
INTERNATIONAL DATA GROUP

# *Job Opportunities*
## *Monday, August 31, 1998*

**Administrative Assistant (CIO)**
CIO's editorial department is seeking an entry-level administrative assistant. This position requires a person with a can-do attitude, an eye for detail, an excellent telephone manner and strong customer relations skills. This person will serve as the first point of contact for anyone with general questions about the editorial department. This individual will also assist the Editorial Operations Manager with various special projects, special issues, events etc. Candidates must be able to work well independently and with other people. Must be familiar with Macintosh and have some knowledge of MS-Word and Filemaker Pro. *Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

**Fulfillment Assistant, Executive Programs (2) (CIO)**
CIO's Executive Programs department is looking for two Fulfillment Assistants to join its conference fulfillment team. Responsibilities will include heavy data entry, hot-line phone support, correspondence, monthly reporting, and general administrative duties as needed. The ideal candidate will be energetic and detail-oriented. Flexible hours and some travel possible. Filemaker Pro preferred. *Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email:beth_senges@idg.com

**Web Developer (CIO)**
CIO is seeking a Web Developer to join its dynamic on-line publication team. Ideal candidates will enjoy learning and applying new technologies, will have a good base of programming experience and solid knowledge of web technologies. Familiarity with Unix, NT or 95 also needed. *Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

**Sales Operations Coordinator (IDC)**
IDC is seeking a Sales Operations Coordinator who will assist the Sales Operations Manager with sales-wide operations projects and maintenance of records, product lists, and data in the Sales Automation system. The Sales Operations Coordinator will also act as a dispatcher for all incoming sales leads by forwarding leads to the appropriate Inside Sales Representative. Candidate for this position should have experience in a customer service or office assistant role. Customer-oriented phone manner and ability to manage multiple tasks simultaneously are required. Knowledge of Windows 95 and Microsoft Office applications required. Experience with Lotus Notes and the Internet a plus. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

**Account Executive, Growth Accounts (IDC)**
IDC is seeking an outside Sales Professional with 5 to 10 years of demonstrated selling and quota carrying experience to sell IDC IS advisory services to senior IS executives and CIOs with Fortune 500 firms. Strong familiarity with computer industry is a must. Previous sales of syndicated research a strong positive. Position requires 50% overnight travel. Candidates should have very strong and assertive phone and selling skills, be a good team player, and have expertise in consultative and relationship selling. Strong computer skills a plus. *Location: Framingham, MA or Mountain View, CA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

**Account Executive, Strategic Accounts (IDC)**
IDC is seeking an outside Sales Professional with 5 to 10 years of demonstrated selling and quota carrying experience to sell IDC market research services to senior marketing and product management executives with leading IT firms. Strong familiarity with computer industry is a must. Previous sales of syndicated research a strong positive. Position requires 50% overnight travel. Candidates should have very strong and assertive phone and selling skills, be a good team player, and have solid account management and relationship skills. Strong computer skills a plus. *Location: Framingham, MA or Mountain View, CA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

**Client Services Representative (IDC)**
The Client Service Representative will be responsible for addressing customer service needs and collaborating with Sales Reps to acquire and maintain customer accounts. The ideal candidate has strong organizational skills and the ability to handle multiple projects and tasks. Knowledge of Microsoft Office/Windows95 required, Lotus Notes experience desirable. 1-5 years experience in a sales support or customer service environment. *Location: Framingham, MA or Mountain View, CA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

### Inside Sales Representative (IDC)

IDC is seeking an Inside Sales Representative to sell IDC market research services to the vendor community and/or IDC IS advisory services to Fortune 500 IS departments. This is an entry level sales position that requires a 1 to 5 years sales and/or telemarketing experience or 5 to 10 years related technology experience. Strong familiarity with computer industry is a must. Position is part of a focused sales team effort and will require 6+ hours/day on the phone with clients and prospects. Candidates must have initiative, drive, strong and assertive phone skills, and the ability to work in a fast-paced, team selling environment. Strong computer skills a plus. With the exception of annual sales meetings, no overnight travel is associated with this job.
*Location: Framingham, MA, Mountain View, CA or Irvine, CA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

### Manager, Indirect Sales (IDC)

IDC is seeking an experienced, hands-on Telesales Professional to help build and manage an aggressive inbound and outbound telesales group. Position requires successful experience in telesales and telesales management, as well as experience in other high volume, indirect sales channels. Will initially manage a team of inbound and outbound tele-salespeople, and will be tasked with exploring and developing additional profitable volume sales channels for IDC. This position will also work closely with IDC's direct sales team in the coordination of and development and qualification for all IDC products. This person will also work with IDC product groups and IDC marketing in the identification and development of volume products to be sold through the indirect channel.
*Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

### Design/Production Intern (IDG Games Media Group)

IDG Games Media Group/GamePro is currently looking for a Design/Production Intern to work 20 hours per week for the fall semester. Duties include: image archiving, data archiving, scanning images, manipulating images in Photoshop, format copy and edit galleys/layout, assist in processing editorial film, handle correspondence and vendor relations, and miscellaneous design work. Computer skills a must, Mac experience preferred. You will be using the following applications daily: Photoshop, Illustrator, Excel, Quark, and Word. Ideal candidate will be team-oriented and have the ability to multi-task with strong attention to detail. Start date for this semester is October 1, 1998. *Location: San Francisco, CA*
Contact: F. Mao, Fax: 415-546-5225, Phone: 415-978-2218, Email: fmao@gamepro.com

### Online Advertising Account Manager (IDG.net)

IDG.net is looking for an Account Manager to join the IDG.net online sales team. This position requires both inside and outside selling as well as some account service. Responsibilities include: servicing existing business and prospecting for new accounts; research of clients/prospects and development of special opportunities; coordinating group sales efforts with IDG sites, sales representatives across multiple business units worldwide. Candidates should have a minimum of 2 years inside/outside sales experience. The ideal candidate will have strong presentation, negotiation, and outside sales skills along with strong sales administration, organizational and writing skills. Candidates should be able to work well both independently and as a member of the sales team. Online ad sales experience, familiarity with the high tech and global markets highly desired. *Location: Stamford, CT*
Contact: M. Crafts, Fax: 415-267-4558, Phone: 415-267-4528, Email: mark_crafts@idg.com

### Online Advertising Account Manager (IDG.net)

IDG.net is looking for an Account Manager to join the IDG.net online sales team. This position requires both inside and outside selling as well as some account service. Responsibilities include: servicing existing business and prospecting for new accounts; research of clients/prospects and development of special opportunities; coordinating group sales efforts with IDG sites, sales representatives across multiple business units worldwide. Candidates should have a minimum of 2 years inside/outside sales experience. The ideal candidate will have strong presentation, negotiation, and outside sales skills along with strong sales administration, organizational and writing skills. Candidates should be able to work well both independently and as a member of the sales team. Online ad sales experience, familiarity with the high tech and global markets highly desired. *Location: San Francisco, CA*
Contact: M. Crafts, Fax: 415-267-4558, Phone: 415-267-4528, Email: mark_crafts@idg.com

### Account Coordinator (IDG/B)

This highly challenging role will provide sales and account management support for key clients. The qualified candidate will act as a liaison between field/national sales and customers regarding sales promotions, distribution, and inventory. Preparation of sales analysis and presentation materials is also required in this position. Working with assigned accounts will ensure smooth and productive relationship with regard to all sales related support activities such as service related issues, filing order verification, report generation and project management. Requires excellent verbal and written communication, organization and influencing skills; computer literate (Excel, Filemaker Pro, PowerPoint, and Word); college degree preferred; computer/book publishing industry a plus.
*Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Software Development Technician (IDG/B)**
Responsibilities will include producing and coordinating the production of interactive software components of CPG/PPG books. You will also participate in the processing of standard CDs, including premastering and testing, as necessary. Requires B.A. or B.S. degree and diversified computer experience including DOS, Win95, and WinNT in a PC environment. Successful candidate must be self-motivated with good organizational and project management skills. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Product Marketing Specialist (IDG/B)**
You will assist in the development of marketing strategies & sales rep tools for the non-computer, general interest trade books; integrate strategies with online & PR promotions; help develop co-branding opportunities; work with selected authors; and make presentations at sales conferences. The ideal candidate will have at least 1 year of trade publishing experience, 3 years marketing, advertising or sales experience, excellent communication skills, and a proven ability to multitask and work in a deadline-driven environment. *Location: Foster City, CA*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

**Email/Systems Administrator (NW)**
We are looking for an email/systems administrator to manage our custom mass-mailing system and support and administer our UNIX and NT servers and workstations. Additional responsibilities include backup and shell programming. Good knowledge of UNIX (SunOS, Solaris) and NT necessary. Additional software experience should include a mailing list manager (ListProc, Majordomo) and familiarity with database driven systems (SQL). Attention to detail and good organizational skills are essential.
*Location: Framingham, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

**Staff Editor (PCW)**
Write, edit, and assign daily and less frequent stories, and design, develop and implement editorial features for PC World Online (www.pcworld.com). Must have strong reporting and editing skills. Should have technical knowledge and be able to differentiate PC and Web products and technologies. Experience in online publishing a plus, but not required. Successful candidates should be willing to adopt writing and editorial workstyle to accommodate a constantly evolving set of web publishing opportunities and technologies. Candidates should be comfortable with a daily publishing schedule and work environment. *Location: San Francisco, CA*
Contact: E. Bender, Fax: 617- 426-0235, Phone: 617-426-2750, Email: eric_bender@pcworld.com

**Conference Manager (WEC)**
IDG World Expo Company is seeking a Conference Manager. This position is responsible for planning, developing, and implementing a complete conference program. 2-3 years experience in conference planning required. Tradeshow experience a plus. Excellent attention to detail; superior written and verbal communication, organizational, and computer skills. Must be able to effectively work with all levels of staff and outside consultants. Supervisory experience a plus. Overall knowledge of IT industry preferred.
*Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Show Director (WEC)**
IDG World Expo Company is seeking a Show Director to act as product champion for all aspects of developing, positioning and driving assigned show(s) to meet financial and strategic goals. Will be responsible for overseeing team activities to ensure that benchmarks are met including: sales, marketing, public relations, conference development, operations/logistics, registration and client services. The Show Director will be charged with developing and maintaining relationships with key industry partners, associations, companies, editors, analysts and other influences to successfully position and grow the event, and uncover new activities and opportunities to enhance the event. Requires a minimum of 5-9 years experience in both the IT market and trade show, exhibition and/or conference industry. Marketing and sales experience helpful. Significant travel required. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Operations Manager (WEC)**
IDG World Expo Company is seeking an Operations Manager. This position will be responsible for all logistics and operations, including on-site vendor management, exhibitor relations, vendor contract negotiation, and move in/out. Tradeshow planning experience a plus, preferably within the high-tech industry. Ability to manage multiple tasks, superior time management, communication, negotiation and organizational skills essential to success. Supervisory experience a plus. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

***Places to find a complete listing of job opportunities across IDG:***

- **Lotus Notes – Job Opportunities Database**
- **IDG Central – http://idgcentral.com**
- **IDG Web Site – http://www.idg.com**
- **Job Hotline – MA: 508-935-4406**
- **The World Update on the last Monday of every month**

| BU | Category | Title | Location | Contact | Phone# | Fax# |
|---|---|---|---|---|---|---|
| CHSG | Bus Dev | Business Development Director | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| CHSG | Sales | Sales Associate | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| CHSG | Systems | IS Manager | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| CIO | Ad Sales | Account Executive (2) | Fairfield, NJ and San Francisco, CA | A.Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Admin | Administrative Assistant | Framingham, MA | B. Senges | P: 508-935-4192 | F: 508-935-4600 |
| CIO | Edit | Features Editor (2) | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Exec | Managing Director, Custom Publishing | Framingham, MA | P. Reilly | P: 508-935-4734 | F: 508-935-4600 |
| CIO | Exec Progs | Fulfillment Assistant, Executive Programs (2) | Framingham, MA | B. Senges | P: 508-935-4192 | F: 508-935-4600 |
| CIO | Finance | Billing Specialist | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Mktg | Marketing Communications Assistant | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | On-Line | Web Developer | Framingham, MA | B. Senges | P: 508-935-4192 | F: 508-935-4600 |
| Computer Currents | Edit | Senior Editor | Berkeley, CA | R. Luhn | P: | F: 510-527-4106 |
| CW | Edit | Copy Editor | Framingham, MA | M. Maynard | P: 508-820-8162 | F: 508-879-3760 |
| CW | Edit | Product Reviewer | Framingham, MA | P. Fowler Sheer | P: 508-820-8647 | F: 508-879-3760 |
| CW | Facil | Office Services Assistant | Framingham, MA | M. Scanlon | P: 508-628-4903 | F: 508-879-3760 |
| CW | On-Line | Part-Time Audio Engineer (internship/contract) | Framingham, MA | J. Naze | P: 508/820-8278 | F: 508/270-1278 |
| GWAN | Operations | Director, Client Services | San Francisco, CA | L. Gerberg | P: 415-676-3054 | F: 415-835-2473 |
| ICE | Confer | Conference Manager | Framingham, MA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| IDC | Admin | Marketing Assistant | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Admin | Sales Operations Coordinator | Framingham, MA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Edit | Copy Editor | Framingham, MA | E. Baptiste | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Facil | Mailroom Team Leader | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | HR | Senior Human Resources Representative | Framingham, MA | D. Bernardi | P: 508-935-4361 | F: 508-935-4610 |
| IDC | Intern | Intern, Latin America Research | Miami, FL | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Intern | Part Time Research Internship | Framingham, MA | D. Fagan | P: 508-935-4266 | F: 508-935-4610 |
| IDC | Mktg | Group Marketing Manager, Internet | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Mktg | Interactive Products Product Manager | Framingham, MA | E. Baptiste | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Consulting Director, Personal Systems Consulting | Framingham, MA or Mountain View, CA | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| IDC | Rsch | Inquiry Analyst | Framingham, MA | E. Baptiste | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Manager/Director of Application Development Tools | Framingham, MA | E. Baptiste | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Program Manager, Internet Commerce Services | Framingham,MA, Mt. View, CA or Austin, TX | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| IDC | Rsch | Research Analyst, Applications Software | Framingham, MA | E. Baptiste | P: 508-935-4649 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, Data Communications | Framingham, MA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, Internet | Framingham, MA | D. Bernardi | P: 508-935-4361 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, IRS/CIA | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, Local Area Networks | Framingham, MA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, Semiconductors | Mountain View, CA | E. Baptiste | P: 508-935-4649 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, Storage | Framingham, MA | E. Baptiste | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Research Mgr/Dir Life Cycle Analysis/TCO, Asset Management Services | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4600 |
| IDC | Rsch | Senior Research Analyst, Latin America Services | Miami, FL | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Rsch | Senior Research Analyst, Latin America Telecom | Mountain View, CA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Rsch | Senior Research Analyst, Outsourcing | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Senior Research Analyst, Personal Systems | Mt. View, CA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Senior Research Analyst, Resourcing Strategies | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Sales | Account Executive, Growth Accounts | Framingham, MA or Mountain View, CA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Sales | Account Executive, Strategic Accounts | Framingham, MA or Mountain View, CA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Sales | Client Services Representative | Framingham, MA or Mountain View, CA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Sales | Inside Sales Representative | Framingham, MA, Mountain View, CA or Irvine, CA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Sales | Manager, Indirect Sales | Framingham, MA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Sales | Program Director, Worldwide Quarterly PC Tracker | Mt. View, CA | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| IDC | Sales | Sales Manager, Major Accounts | Mountain View, CA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Systems | Senior Publishing Software Engineer | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4600 |
| IDC | Systems | Senior Systems Administrator | Framingham, MA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC Italia | Rsch | Manager, Standard Research | Milano, Italy | L. Bordoni | P: +390-2-28457332 | F: +390-2-28457333 |
| IDC Italia | Rsch | Senior Research Analyst, Software and Services | Milano, Italy | L. Bordoni | P: +390-2-28457332 | F: +390-2-28457333 |
| IDG | Admin | Human Resources Receptionist/Administrative Assistant | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4600 |
| IDG | Admin | Part-Time Receptionist | Rochelle Park, NJ | P. DeBiase | P: 201-587-7321 | F: 201-712-9786 |
| IDG | Finance | Bookkeeper | Framingham, MA | E. Cormier | P: 508-935-4605 | F: 508-935-4600 |
| IDG | HR | Human Resources Assistant | Framingham, MA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| IDG | Systems | Business Systems Analyst | San Francisco, CA and San Mateo, CA | K. McPhillips | P: 508-935-4531 | F: 508-935-4600 |
| IDG Games Media Group | Ad Sales | Sales Associate | Boston, MA | M. Catolico | P: 415-978-3272 | F: 415-267-1742 |
| IDG Games Media Group | Admin | Executive Assistant | San Francisco, CA | C. Aguilar | P: 415-974-7377 | F: 415-267-1742 |
| IDG Games Media Group | Art/Design | Design/Production Intern | San Francisco, CA | F. Mao | P: 415-978-2218 | F: 415-546-5225 |
| IDG Games Media Group | Circ | Newsstand Sales Coordinator | San Francisco, CA | C. Aguilar | P: 415-974-7377 | F: 415-267-1742 |
| IDG Games Media Group | Finance | Accounting Support Specialist | San Francisco, CA | M. Catolico | P: 415-978-3272 | F: 415-267-1742 |
| IDG Games Media Group | Mktg | Director Corporate Communications | San Francisco, CA | C. Aguilar | P: 415-974-7377 | F: 415-267-1742 |
| IDG Games Media Group | Mktg | Marketing Specialist | San Francisco, CA | C. Aguilar | P: 415-974-7377 | F: 415-267-1742 |
| IDG Games Media Group | On-Line | On-line Producer | San Francisco, CA | F. Mao | P: 650-349-1598 | F: 650-349-4300 |
| IDG Games Media Group | Sales | Regional Sales Manager | San Francisco, CA | C. Aguilar | P: 415-974-7377 | F: 415-267-1742 |
| IDG Games Media Group | Systems | Network Administrator | San Francisco, CA | T. Kim | P: 415-978-2279 | F: 415-546-5225 |
| IDG Global Comm | Systems | Applications Developer | San Mateo, CA | D. Garza | P: 650-524-5701 | F: 650-524-5730 |
| IDG.net | Admin | Executive Assistant | San Francisco, CA | L. Gerberg | P: 415-267-4505 | F: 415-267-4558 |
| IDG.net | Operations | Business Development Manager/Director | San Francisco, CA | L. Morgan | P: 415-267-4516 | F: 415-267-4558 |
| IDG.net | Sales | Online Advertising Account Manager | Stamford, CT | M. Crafts | P: 415-267-4528 | F: 415-267-4558 |
| IDG.net | Sales | Online Advertising Account Manager | San Francisco, CA | M. Crafts | P: 415-267-4528 | F: 415-267-4558 |
| IDG.net/GWAN | Ad Sales | Online Advertising Coordinator | San Francisco, CA | J. Hourston | P: 415-267-4535 | F: 415-267-4558 |
| IDG.net/GWAN | Mktg | Marketing/Business Development Coordinator | San Francisco, CA | L. Morgan | P: 415-267-4516 | F: 415-267-4558 |
| IDG/B | Admin | Account Coordinator | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Art/Design | Design Specialist (2) | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Edit | Associate Acquisitions Editor | Chicago, IL | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Edit | Copy Editor | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Edit | Copy Editor | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Edit | Copy Editor (Ongoing) | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Edit | Development Editor (Ongoing) | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Edit | Editorial Assistant | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Edit | Editorial Assistant (5 positions open) | Foster City (CA), New York (NY), and Chicago (IL) | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Edit | Editorial Manager | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Edit | Manager Copywriting Services | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Edit | Project Editor | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Edit | Project Editor | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Edit | Senior Packaging Coordinator | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Finance | Administrative Assistant | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Finance | Credit Specialist | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | HR | Vice President, Human Resources | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Legal | Administrative Assistant, Legal | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Misc. | Software Development Technician | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Mktg | Product Marketing Manager | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Mktg | Product Marketing Specialist | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Mktg | Product Marketing Specialist | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Mktg | Publicist, Dummies Group | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Operations | Office Services Assistant | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | PR | Corporate Publicist | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | PR (Online) | Online Publicist | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Prod | Online Preprocessing Technician | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Sales | Customer Service Representative | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Systems | System Analyst | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Systems | Vice President of Information Systems | Indianapolis, IN | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/CMC | Confer | Creative Services Coordinator | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| IDG/CMC | Confer | Director, Managed Conference Division | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| IDG/CMC | Confer | Event Producer | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| IDG/CMC | Confer | Sr. Conference Manager | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| IDG/CMC | Confer | Staff Accountant | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |

| BU | Category | Title | Location | Contact | Phone# | Fax# |
|---|---|---|---|---|---|---|
| IDG/CMC | Confer | VP Operations and Finance | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| IFW | Edit | Copy Editor | San Mateo, CA | S. Barnes | P: 650-525-3464 | F: 650-312-0668 |
| IFW | Rsch | Associate Research Analyst | San Mateo, CA | L.Brault | P: 650-312-0669 | F: 650-312-0668 |
| IFW | Sales | Account Executive/Inside Partner | Plano, TX | L.Brault | P: 650-312-0669 | F: 650-312-0668 |
| IFW | Sales | Account Manager | San Mateo, CA | L. Brault | P: 650-312-0669 | F: 650-312-0668 |
| IFW | Sales | Publisher | San Mateo, CA | D. Vieraitis | P: 650-312-0566 | F: 650-312-0668 |
| IFW | Sales | Sales Associate | San Mateo, CA | L. Brault | P: 650-312-0669 | F: 650-312-0668 |
| IFW | Sales | Sales Representative | Flexible | L.Brault | P: 650-312-0669 | F: 650-312-0668 |
| IMS | Sales | Administrative Sales Assistant | San Francisco, CA | M. Catolico | P: 415-978-3272 | F: 415-267-1742 |
| IMS/EMEA | Sales | Executive, New Media Sales | Staines, England | P. Shalet | P: 44-1784-210-210 | F: 44-1784-210-200 |
| IMS/EMEA | Sales | Manager, International Sales | Staines, England | P. Shalet | P: 44-1784-210-210 | F: 44-1784-210-200 |
| IMS/EMEA | Sales | On-line Sales Executive | Staines, England | P. Shalet | P: 44-1784-210-210 | F: 44-1784-210-200 |
| IS | Ad Sales | Account Executive | San Francisco, CA | C. Lucanegro | P: 415-733-5437 | F: 415-733-5401 |
| IS | Ad Sales | Account Executive | New York, NY | C. Lucanegro | P: 415-733-5437 | F: 415-733-5401 |
| IS | Ad Sales | District Sales Manager | New York, NY | C. Lucanegro | P: 415-733-5437 | F: 415-733-5401 |
| IS | Ad Sales | Regional Sales Manager | San Francisco, CA | C. Lucanegro | P: 415-733-5437 | F: 415-733-5401 |
| IS | Ad Sales | Sales Associate | San Francisco, CA | C. Lucanegro | P: 415-733-5437 | F: 415-733-5401 |
| IS | Circ | Subscription Marketing Manager | San Francisco, CA | L. Hitchcock | P: 415-733-5408 | F: 415-733-5401 |
| IS | Edit | Reporter/Writer | San Francisco, CA | J. Weber | P: 415-733-5474 | F: 415-733-5403 |
| IS | Edit | Senior Media Editor | New York, NY | J. Weber | P: 415-733-5474 | F: 415-733-5403 |
| IS | Edit | Senior Writer/Reporter | San Francisco, CA | J. Weber | P: 415-733-5474 | F: 415-733-5403 |
| IS | Exec | Publisher | San Francisco, CA | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| IS | Mktg | Director of Marketing | San Francisco, CA | C. Lucanegro | P: 415-733-5437 | F: 415-733-5401 |
| IS | On-Line | Web Production Assistant | San Francisco, CA | M. McAlister | P: 415-733-5481 | F: 415-733-5401 |
| IS | Prod | Copy Editor | San Francisco, CA | D. Anderson | P: 415-733-5497 | F: 415-733-5401 |
| IS | Sales | Account Executive | San Francisco, CA | C. Lucanegro | P: 415-733-5437 | F: 415-733-5401 |
| IS | Sales | Account Executive, Marketplace | San Francisco, CA | K. Sharbrough | P: 415-733-5438 | F: 415-733-5401 |
| IS | Sales | Account Executive, Recruitment | San Francisco, CA | K. Sharbrough | P: 415-733-5438 | F: 415-733-5401 |
| IS | Sales | Ad Sales Associate | New York NY | C. Lucanegro | P: 415-733-5437 | F: 415-733-5401 |
| IS | Sales | Sales Associate | San Francisco, CA | K. Sharbrough | P: 415-733-5438 | F: 415-733-5401 |
| Mac Pub | Ad Sales | Account Manager, Macworld Shopper | San Francisco, CA | K. Kyrias | P: 415-278-8542 | F: 415-243-3656 |
| Mac Pub | Ad Sales | Advertising Coordinator | San Francisco, CA | K. Elken | P: 415-243-3515 | F: 415-278-8550 |
| Mac Pub | Ad Sales | Shopper Sales Assistant | San Francisco, CA | K. Kyrias | P: 415-278-8542 | F: 415-243-3656 |
| Mac Pub | Edit | Associate Editor, Reviews | San Francisco, CA | M. Roback | P: 415-243-3595 | F: 415-243-3651 |
| Mac Pub | Edit | Senior Associate Editor | San Francisco, CA | N. Petersen | P: 415-243-3609 | F: 415-442-0766 |
| Mac Pub | Prod | Digital Ad Coordinator | San Francisco, CA | S. Spingola | P: 415-243-3558 | F: 415-243-3657 |
| Mac Pub | Sales | District Sales Manager | San Francisco, CA | K. Elken | P: 415-243-3515 | F: 415-278-8550 |
| NW | Ad Sales | Director of Direct Response Sales | Framingham, MA | D. Caldwell | P: 508-820-7472 | F: 508-820-3340 |
| NW | Ad Sales | Sales Assistant | Devon, PA | D. Caldwell | P: 508-820-7472 | F: 508-820-3340 |
| NW | Ad Sales | Sales Assistant | Framingham, MA | D. Caldwell | P: 508-820-7472 | F: 508-820-3340 |
| NW | Admin | Mailroom Assistant | Framingham, MA | D. Caldwell | P: 508-820-7472 | F: 508-820-3340 |
| NW | Edit | Online Copy Editor | Framingham, MA | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| NW | Edit | Senior Editor | CA | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| NW | Mktg | Circulation Marketing Manager, On-line and Print | Framingham, MA | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| NW | Mktg | Director of Marketing | Framingham, MA | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| NW | On-Line | Web Engineer | Framingham, MA | D. Caldwell | P: 508-820-7472 | F: 508-820-3340 |
| NW | Prod | Print Buying Coordinator/Supervisor | Framingham, MA | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| NW | Sales | Account Executive, Strategic Partnerships | Framingham, MA | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| NW | Sales | Sales Assistant | Santa Clara, CA | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| NW | Systems | Email/System Administrator | Framingham, MA | D. Caldwell | P: 508-820-7472 | F: 508-820-3340 |
| NW | Systems | Email/Systems Administrator | Framingham, MA | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| PC World Communications | PCW Online Services Group Editorial | Staff Editor | San Francisco, Ca. | E. Bender | P: 617-426-2750 | F: 617- 426-0235 |
| PCW | Admin | Administrative Assistant | San Francisco, CA | N. Jacobs | P: 415-978-3303 | F: 415-442-1891 |
| PCW | Edit | Senior Associate Editor | San Francisco, CA | D. Tynan | P: 415-267-1762 | F: 415-442-1891 |
| PCW | Edit | Senior Editor | San Francisco, CA | T. Capen | P: 415-978-3225 | F: 415-442-1891 |
| PCW | Edit | Staff Editor | Boston, MA | E. Bender | P: 617-482-2750 | F: |
| PCW | Finance | Financial Analyst | San Francisco, CA | M. Buckingham | P: 415-978-3308 | F: 415-442-1891 |
| PCW | Prod | Production Manager | San Francisco, CA | L. Manes-Goodwin | P: 415-978-3315 | F: 415-974-7402 |
| PCW | Sales | Director, Special Sections | TBD | B. Carrigan | P: 201-587-7317 | F: 201-712-9786 |
| PCW OSG | Ad Sales | Ad Sales Operations Coordinator | San Francisco, CA | E. Wayman | P: 415-978-3377 | F: 415-974-7491 |
| PCW OSG | Ad Sales | West Coast Advertising Director, PCW OSG Advertising Sales | San Francisco or Los Angeles | T. Gewecke | P: 415-978-3153 | F: 415-442-1891 |
| PCW OSG | Circ | Customer Service Representative | San Francisco, CA | M. Green | P: 415-975-2680 | F: 415-974-7491 |
| PCW OSG | Edit | Editor, Tip World/Dummies Daily | San Francisco, CA | R. Glitman | P: 415-267-1769 | F: 415-442-1891 |
| PCW OSG | Edit | Senior Editor, PC World Today | San Francisco, CA | P. Lemmons | P: 415-267-1776 | F: 415-442-1891 |
| PCW OSG | Sales | Account Manager | Rochelle Park, NJ | S. Schackman | P: 972-733-3819 | F: |
| Publish | Edit | Features Editor | San Francisco, CA | K. McPhillips | P: 508-935-4531 | F: 508-935-4600 |
| Web Publishing, Inc. | Admin | Administrative Assistant | San Francisco, CA | B. McDonald | P: 415-978-3395 | F: 415-267-1732 |
| Web Publishing, Inc. | Admin | Sales Administrative Assistant | San Francisco, CA | T. Hunt | P: 415-974-7443 | F: 415-267-4570 |
| Web Publishing, Inc. | Edit | Associate Editor | San Francisco, CA | B. McDonald | P: 415-978-3395 | F: 415-267-1732 |
| Web Publishing, Inc. | Edit | Associate Editor | San Francisco, CA | B. McDonald | P: 415-978-3395 | F: 415-267-1732 |
| Web Publishing, Inc. | Edit | Editor in Chief | San Francisco, CA | B. McDonald | P: 415-978-3395 | F: 415-267-1732 |
| Web Publishing, Inc. | Edit | Editor in Chief | San Francisco, CA | B. McDonald | P: 415-978-3395 | F: 415-267-1732 |
| Web Publishing, Inc. | Prod | Web Production Assistant | San Francisco, CA | C. Strolle | P: 415-974-7351 | F: 415-267-1732 |
| Web Publishing, Inc. | Sales | Account Executive | San Francisco, CA | E. Ramirez | P: 415-974-7443 | F: 415-267-4570 |
| Web Publishing, Inc. | Sales | Account Manager (2 positions) | San Francisco, CA | E. Ramirez | P: 415-974-7443 | F: 415-267-4570 |
| Web Publishing, Inc. | Systems | Associate System Administrator | San Francisco, CA | D. Burnette | P: 415-974-7313 | F: 415-267-1732 |
| Web Shopper | Ad Sales | Regional Ad Manager | San Francisco, CA | B. Giller | P: 415-267-4512 | F: 415-975-2664 |
| WEC | Confer | Conference Manager | Framingham | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| WEC | Expo | Show Director | Framingham | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| WEC | Operations | Operations Manager | Framingham | T. Gump | P: 508-935-4766 | F: 508-935-4600 |

$ $

# IDG EMPLOYEE REFERRAL BONUS

# SUMMER SIZZLER!

**HOT DAYS . . .**

**COLD CASH!**

## YOU GET

$1,000 for each referral that results in a regular full-time or part-time hire within participating divisions. $500 for casual part-time referrals working a minimum of 20 hours. With 2 successful referrals, you'll be entered into the year-end drawing for the following: **Grand Prize -- $2,000** **Runner-Up -- $1,500**

## RULES

- You may be an employee of any IDG Division to participate; however, you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application
- Before the candidate is considered for the position. Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date for that specific position will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision
- All resumes and forms must be received by Human Resources between July 1, 1998 and September 30, 1998

Date:____________________________

Applicant's Name:________________________

Position Referred to:______________________

Company Name:________________________

Referred by: (Employee Name)________________

Company Name:________________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager

### FOR HUMAN RESOURCES USE ONLY

Employee Receiving Bonus:__________________

Company Name:________________________

Referred Employee:______________________

Company Name:________________________

Date of Hire:__________________________

Ninety Day Date:_______________________

Charged to BU/Department# __________________

H.R. Signature:________________________

Bonus check to be given to:__________________

Bonus Amount: **$500** **$1,000**

# IDC Media Mentions Rank No. 1

IDC continues to have more press mentions in U.S.-based trade publications than any other IT market research firm. IDC's share of media mentions is 29.7% and 32%, according to *Computer InSite* and *Business InSite*, respectively.

*Computer InSite* analyzes computer and high-level business publications and *Business InSite* encompasses everything in *Computer Insite* and a broader range of business publications and wire services.

The "Big 9" market research firms surveyed were IDC, Dataquest, Gartner, Forrester, Meta, Yankee, Zona, Jupiter and ZD Market Intelligence.

### Total Press Mentions 1/1/98 - 7/24/98

| Company | Computer InSite | Business InSite |
|---|---|---|
| IDC | 1,317 | 1,891 |
| Dataquest | 1,006 | 1,136 |
| Gartner | 723 | 884 |
| Forrester | 409 | 599 |
| META | 327 | 399 |
| Yankee | 266 | 471 |
| Zona | 225 | 239 |
| Jupiter | 69 | 182 |
| ZD | 88 | 92 |

## IDG PHOTO CALENDAR DEADLINE IS SEPT. 14!

**IDG's 15th annual International Photo Calendar Contest is under way! All employees worldwide are encouraged to participate. Twelve masterpieces will be selected for inclusion in the 1999 Employee Photo Calendar. One could be yours! Here's all you have to do:**

1998
Employee Photo Calendar
IDG

**1. Submit up to two color or black-and-white glossy prints or 35mm slides that you have taken, clearly labeled with your name, business unit and address, telephone and fax numbers and e-mail address. Be sure to include a title for your photo. NOTE: Do not write directly on the backs of the photos!**

**2. Submit photos as developed without retouching.**

**3. Entries must be received by Monday, Sept. 14. Please send your photos to: IDG World Update, 31 Milk Street, Suite 210, Boston, MA 02109, U.S.A. Winners will be notified in early October.**

**4. Please note that photos WILL NOT be returned this year.**

**First Prize: $250.00**

**Second Prize: $150.00**

**Third Prize: $100.00**

**Questions? Send e-mail to world_update@idg.com or call 617-423-9030.**

### CIO

*continued from page 1*

- General visibility and product branding.

WebSource editors, frequent visitors of CIO.com, approached *CIO* editorial about developing a partnership.

"We are always interested in pursuing out-of- the-box ideas or relationships that help information technology professionals do their jobs better," added *CIO* Editorial Director **Lew McCreary**.

For more information contact *CIO* Public Relations Director **Susan Watson** (swatson@cio.com) or Web Editor **Steve Singer** (ssinger@cio.com).

### MAC PUBLISHING

*continued from page 1*

The publication's Web site, designed by Mac Publishing to serve as a central clearinghouse for digital media news and product information, is also now online at http://www.emediaweekly.com. eMedia weekly Online features eMediaweekly Resources, a digest of nearly 500 related links to companies, standards and technologies.

Managers can also find new, interesting sites with Creative Connections.

The site will eventually add interactive features that will allow visitors to post feedback on stories and network with other professionals facing similar high-tech challenges.

Based in San Francisco, Mac Publishing is a joint venture between Ziff-Davis Publishing Co. and International Data Group.

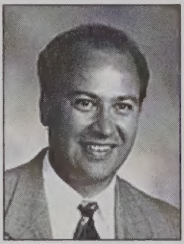
For more details, contact **Vickie Welch**, VP/marketing for Mac Publishing (tel: 415-243-3514; vickie_welch@macworld.com) and **Kelvin Gee**, *eMediaweekly* marketing manager (tel: 415-243-3633; kelvin_gee@emediaweekly.com).

# NOTEWORTHY

## PROMOTIONS

IDC Associate Analyst **Chris Dawe** has been promoted to research analyst, Semiconductors. "Chris has been tackling coverage areas that were completely new to IDC," said Senior Research Analyst **Kelly Henry**. "His hard work and diligence have resulted in three major databooks sizing and forecasting the markets for semiconductors in Winchester disk drives, removable magnetic drives and optical storage devices. If we had a dime for every time we've heard prospects and customers marvel at the amount of detail in Chris' research, we could all take the rest of the fiscal year off!" Henry said.

IDC Reseach Analyst **Bryan Donovan** has been promoted to the position of senior analyst, IRS/CIA (Investment Research Services/Custom Information Access). "Bryan developed the first ever IRS and CIA product brochures, coordinated several mini-briefings in New York City and has been instrumental in the development of our client information tracking system," said Program Director **Deirdre Hatch**.


KMETZ

**Keith Kmetz** has been promoted to director of IDC's multifunction peripherals (MFP) group. "Keith has done a great job building the U.S. MFP Continuous Information Service (CIS) from scratch three years ago," said **Angele Boyd**, IDC vice president of worldwide peripherals research. "He has a remarkable ability to juggle timely research delivery, business development, inquiry support and consulting successfully."

## NEW EMPLOYEES

*PC Advisor* in the U.K. has hired **Liz Miller** as an advertising support executive. Previously a picture researcher and inventory administrator with Comstock Photofile Ltd., she has a B.A. in graphic design from Southampton Institute of Higher Education and recently completed an extensive computer training course with distinction. Outside the office, she enjoys circuit training and designing greeting cards.

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IDG WORLD UPDATE

BENSON

Once a product marketing manager for the Macworld and Electronic Entertainment Expos with IDG Expo Management, **Juliana Benson** is now IDG World Expo's marketing manager. She holds a B.A. in journalism and public relations from the University of Rhode Island and enjoys tennis, golf and weight training. An active volunteer for St. Jude Children's Research Hospital she recently helped organize a golf tournament that raised over $30,000 for the hospital.

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IDG WORLD UPDATE

GAUDET

*Computerworld* welcomes two new copy editors. **Thomas Gaudet** recently held a similar position at the *Worcester* (Mass.) *Telegram and Gazette* in addition to being a local news editor and sports columnist. He earned a B.A. from Anna Maria College in Paxton, Mass. The proud father of a 21-month-old son, Darien James, he also likes landscaping, Internet surfing and historical research.

IDG WORLD UPDATE

RAWSON

**Bob Rawson** most recently worked at the market research firm Daratech as a managing editor of the monthly newsletter. He graduated with a B.A. in Spanish from Hamilton College in Hamilton, N.Y. In his off hours, Bob enjoys playing folk guitar, hiking and other outdoor activities.

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Editorial Assistant **Kathleen Carr** comes to *CIO* from Mosby Consumer Health, where she wrote and edited for eight quarterly consumer health magazines for the HMO industry. Kathleen has also done some freelance writing for *Walking* magazine. A graduate of the College of the Holy Cross in Worcester, Mass., Kathleen was the captain of the college's women's rugby team. She's also coached a middle school girl's basketball team.

**Kim Galloni** joins *CIO* as a circulation assistant. Previously a fund accountant at State Street Bank, she holds a B.A. in accounting from Chicago's North Park University and enjoys skiing.

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**Gale Tedeschi** joins the Channel Services Group's Rochelle Park, N.J., office as a sales associate for *Solutions Integrator*. She was previously a client services manager with Paceart Associates, a medical software firm. In her spare time, she likes to travel, cook and entertain.

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**Phil Hochmuth** is *Network World*'s new infographics researcher. He was previously a systems engineer with CNI Corp. Phil has a B.A. in journalism from Boston's Northeastern University and enjoys football, baseball and creative writing in his off hours.

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Associate Editor **Michelle Campanale** comes to *PC World* from *BYTE* magazine where she was the hardware reviews editor. She holds a B.A. in English from Sonoma State University in Rohnert Park, Calif., and enjoys hiking, biking and going to movies.

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IDG Books in Indianapolis has hired **Lisa Viglione** as a customer service representative. Formerly a bookseller at Borders bookstore, she also runs her own stained-glass business, enjoys reading and going for walks with her dog.

## RETURNING EMPLOYEES

A sales assistant with *InfoWorld* from 1993-96, **Stacia Burke** returns to *IW* as a Framingham, Mass.-based account executive. In the interim, she worked for Mecklermedia's *Web Week* and in international events marketing for Ziff-Davis Events. She has a B.S. in business from Framingham State College.

*All business units are welcome to send information for the Noteworthy section to: world_update@idg.com.*

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**TWENTY-TWO YEARS**
Ingrid Schmid - IDG Germany

**FOURTEEN YEARS**
Siegfried Reich - IDG Germany
Joe Kerwin - InfoWorld
Christine Curry - InfoWorld

**THIRTEEN YEARS**
Gebhard Osterwalder - IDG Switzerland
Hans Peter Nitzsche - IDG Germany

**TWELVE YEARS**
Jens Jørgen Krag Hansen - IDG Denmark
Scott Lum Duenas - IDG Central Services
Gail Franks - Computerworld
Greg Boren - InfoWorld

**ELEVEN YEARS**
Kevin Greene - Publish
So-Fong Yip - InfoWorld

**TEN YEARS**
Lars Ostermann - IDG Denmark
Ágnes Radnóti - IDG Hungary
Hermann Gfaller - IDG Germany

**NINE YEARS**
Viola Farkas - IDG Hungary
Krisztina Selmeczi - IDG Hungary
Éva Szegvári - IDG Hungary
Irmgard Meyer - IDG Germany

**EIGHT YEARS**
Anna Tse - IDG Hong Kong
Lynda Rosenthal - CIO

**SEVEN YEARS**
Jiri Zadnik - IDG Czechoslovakia
Zsuzsanna Balogh - IDG Hungary
Maria Grazia Tripodi - IDG Italy
Maria Ribeiro da Costa - IDG Brazil

**SIX YEARS**
Petr Kefurt - IDG Czechoslovakia
Doris Dietlicher - IDG Switzerland
Diane Steele - IDG Books
Erzsébet Gazdag - IDG Hungary
Gene Gable - Publish
Silvana Brambilla - IDG Italy
Marisa Bertoldi Zampini - IDG Brazil
Hermann Apfelböck - IDG Germany
Alexander Markus Deindl - IDG Germany
Uwe Kielmann - IDG Germany
Josef Kreitmair - IDG Germany
Michael Schweizer - IDG Germany

**FIVE YEARS**
Sabine Neugebauer - IDG Austria
Renata Swiecka - IDG Poland
Linda Brault - InfoWorld

**FOUR YEARS**
Ruzena Holikova - IDG Czechoslovakia
Szilvia Szendrey - IDG Hungary
Claudia Regina de Araujo Damas - IDG Brazil
Toshiyuki Takashima - IDG Japan
Bettina Heinrich - IDG Germany
Tom Grimshaw - InfoWorld

**THREE YEARS**
Raymond Ng - IDG Hong Kong
Vicky Yeung - IDG Hong Kong
Francis Hayes - Computerworld
Gwenette Gaddis - IDG Books
János Kuszing - IDG Hungary
Michael McPhee - CIO
Gabriele Hurle - IDG Germany
Jörg Dahmen von Buchholz-Daburger - Germany
Yoko Kakimoto - IDC Japan
Jessica Davis - InfoWorld
Brooks Talley - InfoWorld
Brian Duval - InfoWorld

**TWO YEARS**
Jana Hekerlova - IDG Czechoslovakia
Lizzi McMurray - PC Advisor
Heather Harreld - FCW
Michael Stenhøj - IDG Denmark
Matthew Hamblin - Computerworld
Mary Ann Kilroy - Computerworld
Naomi Pisingan - IDG Books
Mary Klugh - IDG Books
Annamária Tihanyi - IDG Hungary
Sandra Bergermayer - IDG Austria
Yumiko Uchimura - IDG Japan
Katrin Sussmann - IDG Germany
Kumi Shingyouchi - IDC Japan
Duk-Hwan Oh - IDC Korea
Andy Santoni - InfoWorld

**ONE YEAR**
Anne Danielsen - IDG Denmark
Thomas Cowan - PC World
Angela Flores - Computerworld
April O'Connor - Computerworld
Susan Skipper - IDG Books
Denise Santoro - IDG Books
Judit Mallász - IDG Hungary
Sándor Csorián - IDG Hungary
Árpád Palotai - IDG Hungary
Francesco Orsenigo - IDG Italy
Motoko Yamabe - IDG Japan
Akira Hirano - IDG Japan
Margit Enthaler - IDG Germany
Rüdiger Steidle - IDG Germany
Hiroyuki Tanaka - IDC Japan
Cort Isernhagen - IDC Singapore
Lisa Szucs - InfoWorld
Katherine Bull - InfoWorld
Kristen Pomer - InfoWorld
JoAnn Cannon - InfoWorld
Cathy Krizik - InfoWorld

## IDC U.K. Dethrones Prince

**STRATEGY SESSION.** *IDC U.K.'s undefeated football squad (soccer team, to U.S. readers) take time out for a quick huddle. The team notched another victory recently, an 11-5 pounding of Prince, the London-based Microsoft subsidiary, Internet service provider and pre-match favorite. With a win and a tie with Dataquest under their belts this year, the IDC U.K. team is ready for a new challenge. The players in the Prince victory were* ***Richard Morland, Andy Doyle, Andrew Brown, Eric Owen, Heath Mountford, Ian Darbyshire, Marcus England, Philip Fersht, Tim Stedman, Baiju Nakarja*** *and* ***Peter Lemon.***

## CELEBRATING 10

# Vibeke Whitehead

**HOME:** Auckland, New Zealand

**JOINED IDG:** March 1988, part-time invoicing clerk for Computerworld.

**CURRENT TITLE:** Accounts Payable clerk responsible for ensuring all invoices for company expenditures are paid.

**BEST PART OF JOB:** Ensuring our freelance writers don't starve.

**I JOINED IDG BECAUSE:** I was offered a position processing invoices two days a week in what appeared a small fun company that fit in with my young family and playing tennis.

**WHAT'S KEPT ME AT IDG:** I enjoy working with a real friendly and diverse range of staff and the rapid growth of the company and keeping up with technology has provided continuous challenges over the years.

**BEST WAY SOMEONE COULD COMPLIMENT ME ON MY WORK:** Just say thanks.

**INTEREST OUTSIDE OFFICE:** Tennis, horseriding, walks on the beach with our two dogs, reading, ballet performances, trying out new cafes and as much travel as possible.

**FAMILY:** Husband Don, daughter Nina, 20, and son Peter, 18.

**MOST REWARDING THING EVER DONE:** Guided a group of tourists for two weeks around Scandinavia and despite lost luggage, bus breakdowns and other problems delivered a very happy bunch of people at the end of the tour.

IDG
COMMUNICAT

IDG CHAIRMAN PAT McGOVERN WITH VIBEKE WHITEHEAD, WHO *recently celebrated 10 years with IDG New Zealand.*

**DREAM DESTINATION:** Antarctica and Alaska

**FANTASY JOB:** Captain on a cruise ship or detective in Scotland Yard.

**FIRST JOB:** Receptionist and social worker trainee.

**IF I COULD DO ONE THING OVER:** I would complete a law degree and practice criminal law.

**RETIREMENT DREAMS:** Run an exclusive tour company and take small groups around New Zealand.

**MANAGER'S PROFILE:** "Vibeke is our 'steady rock' — she always has a can-do attitude. She was born in Denmark but moved to New Zealand when she was 10. She travelled to Europe in her '20s and spent five years as a tour guide. We love to hear her stories, and she always has a few tips for any IDG staff contemplating travel in Europe."

*- **Meg Rogers**, administration manager/ circulation manager, IDG New Zealand*

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries. IDG also produces 168 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The *IDG World Update* staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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September 7, 1998

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# IDG WORLD UPDATE

**PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE**

## ICE Returns to Hong Kong

### Second edition of Internet Commerce Expo draws twice the attendees, exhibitors

NetAsia
ICE
INTERNET COMMERCE EXPO

**ANTHONY WONG, DIRECTOR GENERAL, OFFICE OF THE TELECOMMUNICATIONS** *Authority, delivered the keynote address at the Internet Business Consortium session at ICE Hong Kong. Wong is a representative of the Special Administration Region Government of the People's Republic of China.*

IDG World Expo/Asia posted big gains for Hong Kong's second Internet Commerce Expo (ICE), held July 30-Aug. 1 at the Hong Kong Convention and Exhibition Centre. Attendance topped 25,000 this year compared with 11,255 visitors in 1997. The number of exhibitors rose to 64 from 35 last year, and attendance at the 42-session conference also increased from 3,528 in 1997 to 4,910 this year.

ICE, the only Internet business event of the year in Hong Kong, showcased the latest advanced Internet technologies and electronic commerce business models.

Key exhibitors included Cisco (the major corporate sponsor), Novell, Compaq, Unisys, LinkAGE Online and Sun Microsystems. IBM organized a business partner pavilion at the expo.

**• CONTINUED PAGE 4 •**

## CNN, IDG Extend Alliance to Include Spanish Content

CNN Interactive and IDG.net <http://www.idg.net> have expanded their three-month-old strategic relationship to include Spanish-language IT content, as part of an aggressive plan to meet localized information needs of online users worldwide.

CNNenEspanol.com's technology news will now be enhanced with locally produced technology stories from IDG.net and IDG reporters based in Spain and Latin America.

The contributing IDG sites include: seven IDG Spain sites, among them, iWorld <www.idg.es/iworld>, PC World <www.idg.es/pcworld> and Comunicaciones World <www.idg.es/comunicaciones>; PC World Online Venezuela <www.pcworld.com.ve>; Computerworld Argentina <www.computerworld.com.ar>; and PC World Mexico <www.pcworld.com.mx>.

News contributed from these sites will include technology features, product news and a special focus on consumer-oriented topics, such as hardware and software, and the Internet's political and socioeconomic effects.

**• CONTINUED PAGE 5 •**

## IN BRIEF

# *CW New Zealand* Plans Recruitment Fair

Putting people together with jobs is not just good for business; it *is* good business, according to the associate publisher of New Zealand's leading IT weekly. Twelve-year-old *Computerworld New Zealand* has featured a recruitment section since day one, and this year the section is on target to come in more than 20% ahead of plan, said **Bob Pinchin**, who has been with the company since 1990.

In an effort to extend its influence in this arena, the company is now gearing up to produce its first-ever recruitment fair. Computerworld IT Careers '99 is slated to take place in Auckland on Feb. 23, 1999, and in Wellington on Feb. 25.

IT Careers is being designed as a networking opportunity for employers and candidates in New Zealand's extremely tight IT job market. "New Zealand is experiencing a huge shortfall in people with top-notch IT skills," said Pinchin. "The problem is being compounded by a shortage of well-trained graduates as well as the pervasive Kiwi urge to travel. Employers are having a hard time finding the right staff and are being forced either to increase pay scales substantially or loosen up recruitment criteria." Overseas IT recruitment firms that skim the top candidates from the local talent pool have exacerbated the situation, Pinchin said.

**CW NEW ZEALAND ASSOCIATE** *Publisher* ***Bob Pinchin.***

In addition to the job fair itself, Computerworld IT Careers '99 will also feature a comprehensive seminar program.

Interest in the fair is already intense, noted Pinchin, with all four gold sponsorships sold prior to the event being made public. Gold sponsors will have an opportunity to supply speakers for the seminar program and will be the only recruitment agencies allowed to exhibit. Sponsors include Candle New Zealand, Icon Recruitment, Manpower Services New Zealand and IT Spectrum. Overall, the company expects some 20 exhibitors to participate.

*For more information contact Bob Pinchin at bob_pinchin@idg.com.*

# Pre-Comdex Editors Meeting Slated for Nov. 15

The IDG News Service will host an international editors meeting on Sept. 15 in Las Vegas just before Comdex Fall '98.

The agenda for the meeting — which is open to all interested IDG editors — is currently under development but will focus on ways of sharing resources and collaboration among IDG publications worldwide. The precise location has yet to be determined, but the meeting is tentatively scheduled to run from 10 a.m. to 4 p.m. (including lunch). For more information look for upcoming announcements on the IDGNS.com Web site or contact rob_garretson@idg.com. Suggestions for agenda topics are most welcome.

## LETTERS TO THE EDITOR

To the editor:

Generally I sense that IDG makes every effort to provide equal opportunities in hiring. However, I've noticed that since I began here a year ago, no women have been interviewed for the Online column.

Is this because these interviews are restricted to people only at a certain level of management and there are no women at that level?

**Nancy Stevenson**
IDG Books

*Eds. reply:*

*Although there have been a few exceptions, it has been the policy of IDG World Update to restrict Online columnists to the senior-most executives in a business unit. Women do occupy the top spot at various IDG business units both in the U.S. and overseas. In the past few years, the following women have been featured in the Online column:*

***Laurie Morgan**, publisher, IDG.net (Jan. 12, 19, 1998 and May 19, 26, 1997); **Mihaela Gorodcov**, managing director, IDG Romania (June 17, 24, 1996); **Kathy Dineen**, president, IDG Research, (April 1, 1996); **Marion Kibbee**, VP, corporate services (Oct. 16, 1995).*

*Other women featured in the space include: **Michaela de Almeida** (IDG Hong Kong), **Nancy Newkirk** (IDG IS); **Deb Goldstein** (IDG List Services); **Alexa McClou-ghan** (IDC), **Gigi Wang** (IDC); and **Edith Holmes** (FCW).*

*Your point, however, is well taken and we will make every effort to have more women represented in this column.*

### TELL US WHAT YOU THINK

**This new feature will run from time to time as needed. Letters to the editor must be signed and may be edited for length. Please send correspondence to: IDG World Update, Letters to the Editor, 31 Milk St., Suite 210, Boston, MA 02109, U.S.A. or via e-mail: world_udpate@idg.com.**

# ON LINE

**JIM MARTIN**

*The president and CEO of Computerworld is this week's columnist. (Part one of his column appeared Aug. 24.)*

> *For all practical purposes, we are dusting off that early business model because we feel helping our customers grow and prosper is a far greater calling than just about anything else we can do in this industry.*

**Q Every CEO is supposed to have a "vision" for his or her company. What's yours for *Computerworld*?**

A The *Computerworld* "vision" is to be the most useful information resource for IT Leaders, and to do so through a newspaper, research-based continuous information services, online, training, conferences and career development activities. We want to not only enhance the business careers of IT Leaders but provide the kind of knowledge and information necessary to ensure the success of their companies through innovative technology solutions.

Our heritage and roots across four decades of service can be traced to early research [IDG Chairman] **Pat McGovern** did that helped plug-compatible manufacturers [PCMs] grow their businesses in what was then an IBM mainframe and peripherals world....one that was essentially a monopoly. That early research helped the PCMs and the IS professionals at the commercial sites to build new business alliances as an alternative to an all-IBM world. In essence, we helped grease the skids of commerce by providing high-quality research on technology buying trends and by identifying the most prolific technology-buying sites and buying influencers at those sites.

For all practical purposes, we are dusting off that early business model because we feel that the credibility of our global brand, the integrity of our editorial and research, and the passion we have for helping our customers grow and prosper is a far greater calling than just about anything else we can do in this industry. It is one I certainly get excited about each and every day.

**Since assuming the post of CEO at *Computerworld* last November, what have been your major challenges/successes?**

In the successes category, I believe I can list:

1. New tagline.
2. Refreshed and focused vision.
3. Aligning our costs with our company size.
4. Communicating with candor and honesty to every *Computerworld* associate.
5. Hiring great talent across the board.
6. Forging more collaboration and teamwork throughout the company.

In the challenges category, I can list:

1. Leaving a terrific job and wonderful people at *InfoWorld*.
2. Driving circulation growth.
3. Increasing advertising pages.
4. Reducing advertising CPM.
5. Keeping morale high during an obvious turnaround situation.
6. Eliminating "stovepipes" so that everyone is working toward a common goal.
7. Moving faster, faster, faster.
8. Living bi-coastally while entrusting my life virtually every week to United Airlines.

**If the answer to any of the questions below is "yes," the *IDG World Update* editors want to know!**

**Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? (Questions will be sent anonymously.)**

**Do you have a story idea for *IDG World Update*?**

**Do you have a comment about something you liked — or didn't like — in this newsletter?**

## IDG WORLD UPDATE NEEDS YOU!

***Use this space to send in questions, comments and story ideas:***

***Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.***

## ICE HONG KONG

*continued from page 1*

"Both vendors and attendees were very satisfied with the management and quality of the show," said Show Manager **Culsin Li**. "Exhibitors said they were impressed by the profile of the visitors, who were mainly middle- to top-level executives from a variety of industries, including banking and finance, public relations and advertising, Web consultancies, transportation, manufacturing and telecommunications."

In his keynote speech, Anthony Wong, director general of the Office of Telecommunications Authority, noted that the Special Administration Region Government of the People's Republic of China will not limit the number of Internet service providers in Hong Kong. This position was welcomed by ISPs, Li said, given that Hong Kong businesses have been used to free economic policies under the country's previous administration.

IDG's publishing and research capabilities were highlighted at ICE, with *Computerworld Hong Kong* serving as one of the show's official publications and IDC Asia/Pacific presenting an Internet research report during one of the conference sessions.

"ICE has been recognized as the most high-quality and professional Internet expo around, one that creates huge business opportunities for Internet vedors and enterprise decision markers," Li noted.

"The success of ICE Hong Kong, and the popularity of the upcoming ICE Shanghai event, are a real credit to the dedication and hard work of **Gary Fung**'s IDG World Expo/Asia team," said ICE President **Ron Milton**.

IDG World Expo/Asia also organized ICE in Taipei this past July and has other ICE events slated for Manila (Sept. 9-11, 1998 and jointly organized with WS Expositions Management Group, an affiliate of IDG's publishing licensee in the Philippines); Shanghai (Oct. 19-22, 1998); and Singapore (Jan. 20-22, 1999).

*For more information about the ICE series in Asia, contact* ***Viv Chan*** *at viv_chan@idg.com.hk or see the ICE global Web site at <http://www.iceexpo.com>.*

# IDG Employees Get 50% Discount at this Month's ICE/Los Angeles

ICE/Los Angeles'98 will take place at the Los Angeles Convention Center Sept. 22-25.

The event kicks off with an all-day Executive Conference on Sept. 22 titled Internet Strategies for Business Transformation.

The conference will feature as speakers executives from major corporations who are successfully utilizing the Internet as an integral component of their sales, marketing and customer relationship strategies.

Among the more than 200 Internet Commerce vendors and Web-based application providers that will be exhibiting at this Internet Commerce Expo are Microsoft, Compaq, Netscape, Hewlett-Packard, AT&T, Computer Associates, Encanto, Coopers & Lybrand and the CommerceNet/OBI Pavilion.

Any IDG employee interested in attending this event may receive a 50% discount off all ICE Conference Program packages by registering online before the show on the special IDG discount page: <www.iceexpo.com/icela98/register/discount/idg.html>.

IDG journalists who want to register for press credentials may send an e-mail to **Ken Norton** at ken_norton@iceexpo.com or register online through the Press Information page on the ICE/Los Angeles Web site <http://www.iceexpo.com>.

*For more information, contact Ken Norton by phone at 508-820-8605.*

## SPECIAL VENUES AT ICE HONG KONG

**ICE Hong Kong featured several speciality areas on the show floor:**

### SMALL TO MEDIUM ENTERPRISES (SME) VILLAGE

**Depicted different stages of adopting the Internet within the SME environment, such as Internet via leased line, Web marketing and networking.**

### JAVA COMMUNITY

**Sponsored by Sun Microsystems, this online demonstration of ready-to-use Internet Commerce solutions was designed by developers on Java platform. Its goal was to encourage the development of solutions and applications for Internet commerce and help developers get recognition from the public and IT industry.**

### E-COMMERCE REAL-LIFE DEMONSTRATION AREA

**Showcased the latest e-business applications and solutions in the market including NTSuite demonstration and boxshot, Electronic Commerce shopping mall, Host On Demand, Web-based host connectivity solutions, On Demand and e-Accounting solutions.**

### HONG KONG COMMERCIAL WEB

**Enabled visitors to browse and become familiar with a range of creative and commercial Web sites.**

### CONNECTING POINT

**This was the biggest intranet ever created in Hong Kong. Registered ICE visitors were given an e-mail address and password and could send and receive messages at the Connecting Point area and access the Internet during the three-day show.**

# *Job Opportunities - September 7, 1998*

**Administrator (IDG)**
IDG Paper Services, Inc. is seeking a bright, highly motivated, detail oriented person to add to their staff. Responsibilities include working with printing companies and merchants/mills to track monthly paper usage and inventory for IDG's publishing companies. The individual in this position will also perform administrative duties as necessary to insure the smooth functioning of the office. This motivated and professional candidate must posses effective communication skills and time management skill. In addition, this position requires the ability to problem-solve and a familiarity with the publishing industry a plus. Familiarity with PC's, Microsoft Office and e-mail preferred. *Location: Framingham, MA*
Contact: V. Sanclemente, Fax: 508-875-7829, Phone: N/A, Email: valerie_sanclemente@idg.com

**Ad Traffic Coordinator (CIO)**
The individual in this position will be responsible for all ad traffic, which includes: ad agency contact, handling and inspecting film, processing ad transmittals, insertion order handling, copying and distribution. In addition to internal trafficking, you will be responsible for quality control at the final film stage. Ideal candidate will possess 1-2 years experience in a magazine or graphic arts environment, excellent phone skills, and basic computer knowledge. Candidate must be detail oriented and deadline sensitive. College degree required. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Managing Editor, Technology (CW)**
The managing editor is responsible for overseeing and coordinating all activities related to the Technology Section. The individual in this position oversees a team of section editors and writers and works with other section editors to prepare the weekly contents of the Technology section. He or she works closely with the other managing editors to ensure that stories and projects are timely, focused and efficient. The managing editor is a member of the senior editorial team and participates in most key editorial decisions. These include issues related to staffing, policy, management, budget, editorial direction and strategic. He or she is also expected to play a visible role as a representative of Computerworld through a consistent travel schedule. Candidates should have 5-10 years of journalism experience, including extensive experience in technology journalism; a broad range of knowledge about information technologies and their application in business; experience with project and/or section management; and a demonstrated ability to work cooperatively with others. Management experience is desirable but not required. *Location: Framingham, MA*
Contact: P. Gillin, Fax: 508/626-8587, Phone: 508/620-7724, Email: paul_gillin@cw.com

**Staff Writer (CW)**
Responsibilities will include general assignment reporting for Computerworld online, a Web site that is updated twice a day. The ability to meet twice-daily deadlines is key, as is the ability to write about a wide range of technology and business issues. Reporter will be responsible for writing a mix of news briefs, news stories and occasional in-depth news features for Computerworld's Web site. Candidate must have at least two years experience in daily/wire reporting; business and/or technology experience a plus.
*Location: Framingham, MA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Senior Research Analyst, Software Support & Integration (IDC)**
The Services group seeks a motivated analyst to support the Software Support & Integration program. Responsibilities will include conducting primary and secondary research, writing research deliverables, supporting and managing custom consulting projects, as well as responding to client inquiries. Ideally, the candidate for this position will have 3 years of experience in the IT industry. Strong quantitative, analytical, and writing skills are essential, with specific experience in Microsoft Excel. Excellent customer relation and presentation skills are also required. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idc.com

**Sales Manager, Asia/Pacific Research (IDC)**
IDC is seeking a Sales Manager for A/P Research. This individual will be responsible for the sale of A/P regional products in the US, primarily to US headquartered companies and will work with the IDC US and A/P sales force in proactive selling and account management. This person will be responsible for completing all sales activities regarding A/P regional products, including forecasting, account planning, prospecting, generating proposals, closing business, etc. Candidates should have at least 5 to 7 years direct selling experience in the IT industry, preferably in IT services. Knowledge of the A/P IT market is desired, but not required. This position requires demonstrated sales skills, including prospecting, presentations, proposal generation, account management, forecasting and closing. Educational and training requirements include a BA/BS, and some type of professional selling skills training.
*Location: Mountain View, CA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

**Marketing Communications Specialist (IDC U.K.)**
To provide full marketing support to the UK Local Expertise Centre. Candidates need good writing ability, strong database experience and be able to work well under pressure. *Location: London, England*
Contact: S. Horrocks, Fax: 44(0) 181 995 1090, Phone: 44(0) 181 987 7100, Email: shorrocks@idcresearch.com

**Analyst/Programme Manager - PC and Server Tracking (IDC U.K.)**
Managing and developing IDC's research on PCs and Servers across the EMEA Region and providing quarterly market information and analysis to computer vendors. This role is strategic to IDC and requires a mix of business development skills, a flexible approach and the will to gain a high profile as a recognised opinion maker. Excellent analytical and interpersonal skills are required with relevant industry experience, preferably with an IT vendor or market research agency. *Location: London, England*
Contact: S. Horrocks, Fax: 44-181-995-1090, Phone: 44-181-987-7101, Email: shorrocks@idc.com

**Analyst/Programme Manager - Printers & MFP (IDC U.K.)**
We are looking for a strong individual to head up a small team of printer analysts as manager of our Western European Printer and MFP Expertise area, part of an IDC Global Research effort. The successful individual will provide top level printer research analysis whilst maintaining and building our specific client base. Proven ability to produce timely research in a similar role within the Peripherals sector or market research environment is essential. A minimum of 3 years' experience in a similar role within the IT Printer industry or market research environment is also a necessity. The role requires excellent writing skills, plus people-management and commercial acumen. *Location: London, England*
Contact: S. Horrocks, Fax: 44-181-995-1090, Phone: 44-181-987-7101, Email: shorrocks@idc.com

**PC & Server Tracking Programmer (IDC U.K.)**
As part of a small team the successful individual will provide analytical and programming support to IDC's research on PCs and Servers across the EMEA region. Applicants must be good communicators and used to working to deadlines. Proven skills in Visual Basic 5, VBA, Access and Excel are essential. *Location: London, England*
Contact: S. Horrocks, Fax: 44-181-995-1090, Phone: 44-181-987-7101, Email: shorrocks@idc.com

**Research Analyst - Telecoms (IDC U.K.)**
Working as part of a team of analysts providing market research analysis on the Telecoms markets, the role of research analyst is to assist in a variety of research projects and to support client inquiry. Candidates need to have good writing skills and be able to meet deadlines. They should also have Microsoft Office skills and at least one foreign language. *Location: London, England*
Contact: S. Horrocks, Fax: 44-181-995-1090, Phone: 44-181-987-7101, Email: shorrocks@idc.com

**Senior Research Analyst, Telecom (IDC U.K.)**
As a senior member of a dynamic, established Pan-European Telecoms research team, the position requires analysis and client contact in all areas of the telecoms market. Applicants must be able to demonstrate a minimum of 3 years' relevant experience directly from the Telecoms Services industry or a market research environment. The role requires effective communication, strong writing and team working skills plus analytical capabilities. *Location: London, England*
Contact: S. Horrocks, Fax: 44-181-995-1090, Phone: 44-181-987-7101, Email: shorrocks@idc.com

**Administrative Coordinator (IDG List)**
IDG List Services has a great opportunity for an energetic, highly motivated person. Responsibilities include order processing, invoicing, list rental agreements, assisting sales staff, data entry, and general administrative duties. Ideal candidate will be detail oriented with great customer service and organizational skills, with the ability to multitask in a fast paced environment. Knowledge of the list business, computers, and publishing a plus. *Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

**Subscriber Services Representative/Conference Registrar (IDG/CMC)**
IDG Conference Management Company is currently seeking a Demo Subscriber Services Representative/Conference Registrar to work in a fast-paced, quality-first environment. The position is responsible for all aspects of customer interactions related to newsletter subscription, acquisition, and fulfillment as well as conference attendee registration. The ideal candidate for this position communicates clearly and professionally in person and in writing, and possesses good problem solving, organizational, and detail tracking skills. Superior customer service skills required with extensive, high-level customer care experience. Must have experience using databases, word processors, spreadsheets, Web browsers, and email. This position also requires travel to conference sites.
*Location: San Mateo, CA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Associate Publishing Systems Specialist (IFW)**
InfoWorld is looking for an Associate Publishing Systems Specialist. Responsibilities of this position include: providing second-level user support for QPS, Quark Xtensions, and desktop publishing applications, such as Adobe Photoshop, Adobe Illustrator, etc.; administering QPS Dispatch server; implementing and maintaining QPS Administrator functions; assisting Publishing Systems Specialist in publishing projects as needed; liaison with Help Desk personnel in resolving publishing systems and desktop publishing issues; providing technical expertise on Macintosh and PC hardware issues, both to users and the Help Desk; training Help Desk personnel on first-level user support issues; and writing training materials and documentation. Individual must be fluent with QuarkXpress and other desktop publishing applications. Macintosh and Windows 95 proficiency needed. Familiarity with font, graphic and pre-press transmittal issues suggested. Experience and understanding of production processes preferred. B.A. in computer science or related field, although substantial directly related experience can be substituted. Must be a team player and be able to deal with high-pressure deadline situations. Customer service background and a willingness to do whatever is necessary to solve a problem required. "Can do" attitude a must. *Location: San Mateo, CA*
Contact: C. Neumann, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

**Sales Assistant (IMS)**
IMS is currently seeking two Sales Assistants; one for its San Francisco office and another for its Stamford, CT office. These administrative positions will provide critical support to several Directors of National Accounts. This position is a challenging and dynamic opportunity for the right individual. The chosen candidate will be involved in all administrative facets of advertising sales, including some customer interaction by telephone, file maintenance, database tracking, customer service and general administrative assistance. Ideal candidates will have a minimum of 2 years experience, excellent organizational skills, ability to multi-task, excellent communication skills (written and verbal), problem-solving and decision-making abilities, and knowledge of MS Office. Proficiency in building PowerPoint sales presentations and the ability to follow direction to occasionally help summarize IT market research findings would be a plus. Familiarity with the publishing industry is desirable. *Location: San Francisco, CA and Stamford, CT*
Contact: M. Catolico, Fax: 415-267-1742, Phone: 415-978-3272, Email: maria_catolico@idg.com

**Presentation Specialist (IMS)**
The individual in this position will provide IMS Executives and the IMS US Sales team with professional presentation materials as rapidly as possible. This will involve working in a fast paced environment with various IMS employees, taking raw information, and quickly turning it into charts and presentations, as well as organizing files so as to make the information rapidly accessible. This individual will be responsible for graphic design and printing of IMS presentations. Must be able to work under tight deadlines and should have strong interpersonal skills. Must have command of PowerPoint; working knowledge of other presentation packages is a plus, as is having experience working with research-type information. *Location: San Francisco, CA*
Contact: M. Catolico, Fax: 415-267-1742, Phone: 415-978-3272, Email: maria_catolico@idg.com

**Director, National Accounts (IMS)**
IMS US has an immediate opening for an experienced sales executive. This position is responsible for corporate sales and integrated solutions for an assigned Customer list. Working heavily with clients and oftentimes their agencies as well, the successful candidate will be charged with proactively growing revenue for IDG while establishing and maintaining influential client relationships. Extensive travel is necessary. Being a "self-starter/self-motivator," and a leader and team-building type are must haves in this lean and dynamic organization. The minimum requirements are: 5-6 years selling experience, with a track record of successfully growing account spending and providing excellent customer service. A good understanding of marketing and the advertising process is also necessary. IMS US Sales is a dynamic part of the IDG corporate marketing function serving IDG's U.S. Publication and IDC research portfolio. Thus, a high level of interaction with all of the people and products offered by IDG companies in the U.S. is necessary. *Location: East Coast*
Contact: M. Catolico, Fax: 415-267-1742, Phone: 415-978-3272, Email: maria_catolico@idg.com

**Sr. Director, National Accounts (IMS)**
IMS US has an immediate opening for an experienced senior sales executive for its West Coast office. This position is responsible for corporate sales and integrated solutions for an assigned Customer list. Working heavily with clients and oftentimes their agencies as well, the successful candidates will be charged with proactively growing revenue for IDG while establishing and maintaining influential client relationships. Extensive travel is necessary. Being a "self-starter/self-motivator," and a leader and team-building type are must haves in this lean and dynamic organization. The minimum requirements are: 5-6 years selling experience, with a track record of successfully growing account spending and providing excellent customer service. A good understanding of marketing and the advertising process is also necessary. IMS US Sales is a dynamic part of the IDG corporate marketing function serving IDG's U.S. Publication and IDC research portfolio. Thus, a high level of interaction with all of the people and products offered by IDG companies in the U.S. is necessary. *Location: West Coast*
Contact: M. Catolico, Fax: 415-267-1742, Phone: 415-978-3272, Email: maria_catolico@idg.com

**Receptionist (IS)**
Entry level position with growth potential. Responsibilities: Greet guests; maintain reception area, coffee station, conference rooms; coordinate faxes & deliveries; maintain subscriptions for office newspapers/magazines; coding invoices and general admin duties. Must have working knowledge of Microsoft Office 98, email, telephone/Internet research & data entry skills. General understanding & interest in Internet economy desired. *Location: San Francisco, CA*
Contact: C. Aguilar, Fax: 415-267-1742, Phone: 415-733-5485, Email: carina_aguilar@idg.com

**Sales/Marketing Clerk (IS)**
Position supports sales and marketing dept. Duties include data entry, word processing & general clerical. Must have working knowledge of Windows 95 & p/c systems, Excel & Word, general understanding & experience with email & navigating the web. Can be filled as 1 f/t position or 2 p/t position. Great for college student! *Location: San Francisco, CA*
Contact: C. Aguilar, Fax: 415-267-1742, Phone: 415-733-5485, Email: carina_aguilar@idg.com

**Director of Events (IS)**
The Industry Standard is looking for a Director of Conferences & Events to plan and implement event strategies. Reporting initially to the President, this position requires extensive experience in event planning, including P&L responsibilities. Additional duties include directing all outsourced relationships, event talent, business planning, sales efforts & marketing. *Location: San Francisco, CA*
Contact: S. Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murphy@idg.com

**Sales Associate (IS)**
Great opportunity to learn about sales while supporting VP of Sales & Marketing and the Advertising Director. Responsibilities: Manage daily issues of a dept. of 15+ staff; create Power Point presentations; perform minor research; data compilation and general admin support to advertising director and VP of sales/marketing. Requires minimum 2 years experience as admin assistant or support person in sales dept; high level p/c skills in Power Point, Excel & MS Word; database management. Must be proactive & excel in deadline driven, fast-paced environment. *Location: San Francisco, CA*
Contact: C. Aguilar, Fax: 415-267-1742, Phone: 415-733-5485, Email: carina_aguilar@idg.com

**Account Executive (display sales) (Mac Pub)**
eMediaweekly is looking for a high energy sales person to join our display sales staff. The Account Executive's primary responsibilities will be to service current accounts, prospect for new business, and work well with their outside sales counterpart. This is primarily a telemarketing position, although there will be some outside exposure. The ideal candidate will have 2-3 years of sales experience in publishing, be familiar with high-tech, and be very team oriented. *Location: San Francisco, CA*
Contact: K. Elken, Fax: 415-278-8550, Phone: 415-243-3515, Email: karl_elken@emediaweekly.com

**District Sales Manager (Mac Pub)**
eMediaweekly is looking for a high energy, experienced sales person to join our display sales staff. The ideal candidate will have 2-3 years of outside sales experience in publishing, be familiar with high-tech, and be very team oriented. We're a rapidly growing publication and are hoping for the right person to help take us to the next level. *Location: San Francisco, CA*
Contact: K. Elken, Fax: 415-278-8550, Phone: 415-243-3515, Email: karl_elken@emediaweekly.com

**Recruitment Account Manager (Mac Pub)**
This position will be responsible for selling a package of print and online classified recruitment advertising for the eMediaweekly publication. The candidate will generate revenue by prospecting within companies and executive recruitment firms to help create a new business model for executive placement. The ideal candidate will have previous experience in high tech recruitment advertising or on a regional/local newspaper selling print and online classified, have a thorough understanding of technology and business markets, have an entrepreneurial spirit and strong communication skills. Additionally, the candidate should have knowledge of the competition and be a creative thinker. This position will report to the Associate Publisher in San Francisco, and will be on a 50/50 compensation plan. *Location: San Francisco, CA, or Los Angeles, CA, or Boston, MA, or New York, NY*
Contact: S. Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murphy@idg.com

**Online Traffic Coordinator (Mac Pub)**
Mac Publishing is seeking an energetic individual to ensure the accurate and timely placing of all advertisements. This individual will work closely with the sales team, as well as our outside vendor DoubleClick. Other responsibilities include monitoring and tracking ad space availability and traffic as it relates to online circulation, sales and editorial. Also, this candidate will help determine strategy as it relates to advertiser package programs, marketing, and helping facilitate the delivery of content in the most efficient and effective manner. Knowledge or keen interest in HTML and web development is important. *Location: San Francisco, CA*
Contact: N. Harvey, Fax: 415-543-2537, Phone: 415-243-3534, Email: nick_harvey@macworld.com

**Senior Editor (NW)**
Network World is looking for someone to report on weekly news as it pertains to the assigned beat. Candidates should have at least 2-4 years reporting experience on information technology and a proven ability to break news. We can be flexible as to the location of this position. *Location: Framingham, MA*
Contact: D. Caldwell, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

**District Sales Manager (NW)**
Network World is looking for an energetic, highly motivated sales person to join our dynamic team. Reporting to the Eastern Regional Sales Manager, this person will create effective sales strategies and pursue all advertising opportunities by growing existing accounts and selling multiple Network World products to clients and ad agencies. This position requires excellent verbal and written communication and organization skills. Advertising sales experience strongly desired, preferably in the high tech industry. Knowledge of technology and telecommunications a plus. Demonstrated closing and creative problem solving skills necessary.
*Location: East Coast*
Contact: D. Caldwell, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

**Editor/Reporter (PCW OSG)**
PC World Online is looking for an editor/reporter to report, edit, and assign daily news stories in its San Francisco headquarters. Must have strong reporting and editing skills; ideally at least two years' journalism experience. Solid knowledge of PCs and Web technologies and products a necessity. Daily news experience and online publishing experience a plus but not required. Candidates should be comfortable working under very tight deadlines in an intense online publishing environment. *Location: San Francisco, CA*
Contact: E. Bender, Fax: 617-426-0235, Phone: 617-482-2750, Email: eric_bender@pcworld.com

**Reporter/Editor (PCW OSG)**
PC World Online is looking for a reporter/editor to report, edit, and assign daily news stories in its Boston office. Must have strong reporting and editing skills; ideally at least two years' journalism experience. Solid knowledge of PCs and Web technologies and products a necessity. Daily news experience and online publishing experience a plus but not required. Candidates should be comfortable working under very tight deadlines in an intense online publishing environment. *Location: Boston, MA*
Contact: E. Bender, Fax: 617-426-0235, Phone: 617-482-2750, Email: eric_bender@pcworld.com

**Editor-in-Chief (Publish)**
Publish seeks an experience editor-in-chief to take charge of all editorial operations and to help set strategic direction for the magazine. This is a great opportunity for a candidate who possesses top-notch editing skills, good management strategy, public speaking abilities, and a keen understanding of how technology is being used to produce documents in both print and on the Web. With a circulation of 97,000, Publish is the leading authority on the electronic publishing market and the winner of this year's Maggie Award for Best Computer Trade Publication. Applicants should have a proven track record in both editing and department management, and be able to lead a small but talented team to new heights. A thorough knowledge of page-layout, image-editing, and other creative content tools is essential, as is a solid understanding of the graphic design and print-production process. The Publish team is talented, friendly and professional. We are seeking a leader who will inspire, teach and challenge both our own staff and the industry we serve. *Location: San Francisco, CA*
Contact: G. Gable, Fax: 415-267-1720, Phone: 415-978-3283, Email: ggable@publish.com

**Marketing Manager (WEC)**
IDG World Expo Company is seeking a Marketing Manager. This position is responsible for leading the exhibit sales and attendee marketing efforts for assigned shows. Minimum of 2 years experience in marketing as well as experience with trade shows. Bachelor's degree in Marketing or related field. Preferred training in market research, strategy, management and print production. Excellent verbal and written communications skills; effective organizational and time management skills. Ability to perform as a team leader. Ability to manipulate spreadsheets, databases, word processing and desktop publishing software. Direct marketing experience preferred, including direct mail, telemarketing, Web, etc. Advertising and media buying/planning experience necessary. Knowledge of relevant IT markets is strongly recommended. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

## Places to find a complete listing of job opportunities across IDG:

- Lotus Notes - Job Opportunities Database
- IDG Central: http://idgcentral.com
- IDG Web Site: http://www.idg.com/careers
- Job Hotline: MA: 508-935-4406
- The World Update on the last Monday of every month

$ $

# IDG EMPLOYEE REFERRAL BONUS

# SUMMER SIZZLER!

## HOT DAYS . . .

## COLD CASH!

## YOU GET

$1,000 for each referral that results in a regular full-time or part-time hire within participating divisions. $500 for casual part-time referrals working a minimum of 20 hours. With 2 successful referrals, you'll be entered into the year-end drawing for the following: **Grand Prize – $2,000 Runner-Up – $1,500**

## RULES

- You may be an employee of any IDG Division to participate; however, you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date for that specific position will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision
- All resumes and forms must be received by Human Resources between July 1, 1998 and September 30, 1998

Date:____________________________

Applicant's Name:________________________

Position Referred to:______________________

Company Name:_________________________

Referred by: (Employee Name)_________________

Company Name:_________________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager

**FOR HUMAN RESOURCES USE ONLY**

Employee Receiving Bonus:__________________

Company Name:_________________________

Referred Employee:______________________

Company Name:_________________________

Date of Hire:__________________________

Ninety Day Date:________________________

Charged to BU/Department# _________________

H.R. Signature:_________________________

Bonus check to be given to:_________________

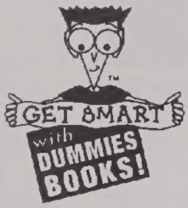
Bonus Amount: $500 $1,000

# IDG Books Launches High-End IT Dummies Line

Those Dummies are getting smarter. In July IDG Books released six titles in its new *MCSE Certification For Dummies* line. The series takes the *...For Dummies* format and adapts it for IT professionals studying for the Microsoft Certified Systems Engineer (MCSE) certificate.

Microsoft Corp. estimates that there are 41,000 job openings worldwide at Microsoft Certified Solutions Provider companies. According to *InfoWorld*, "The high demand for IT professionals has been pushing salaries upward and forcing companies to find creative ways to compensate employees." High demand and high earning potential make the IT market a competitive one for qualified job seekers — the target audience for the new Dummies series.

The books are designed to help MCSE students — from intermediate to advanced network administrators, programmers and software professionals — prepare for, practice for and pass the MCSE tests. Each book contains over 300 practice questions, test-taking tips and a CD-ROM with customized demonstrations, cross references and a sci-fi adventure learning game.



"This is great marriage of product and information delivery," said **Diane Steele**, IDG Books vice president and associate publisher. "It brings the intuitive understanding of the Dummies formula to something that's really hard work. It doesn't make it simple, but it does make it accessible and modular and sometimes even a little bit fun.

"We're going into a market in which people take themselves seriously and one that can affect their career paths and jobs, and we're getting positive responses even this early from people in the industry." 🖳

## PRACTICE MAKES PERFECT

**Titles in the MCSE series include the following:**

- ***MCSE Networking Essentials Certification For Dummies*, by Robert Aschermann**
- ***MCSE Windows NT® Server 4 Certification For Dummies*, by Ken Majors and Brendan McTague**
- ***MCSE Windows® 95 Certification For Dummies*, by Brian Frederick**
- ***MCSE Windows NT® Workstation 4 For Dummies*, by Mike Kendzierski**
- ***MCSE Windows NT® Server 4 In The Enterprise Certification For Dummies*, by Ken Majors and Jeffrey Ferris**
- ***MCSE TCP/IP Certification For Dummies*, by Cameron Brandon**

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**IDG CNN**

*continued from page 1*

"CNN Interactive and IDG.net will bring Spanish-speaking users technology news that is truly relevant to them because it has been produced locally in Latin America and Spain," said Edwin Vidal, executive editor, CNNenEspanol.com.

"The reality is that technology standards and product availability differ significantly in different regions," said **Laurie Morgan**, president of IDG.net. "It is imperative that the information consumers receive be relevant to their markets."

CNN Interactive and IDG.net formed a strategic relationship in May 1998. Since then, IDG.net has been the preferred provider of technology content to CNN.com's Sci-Tech Computing section. Participating IDG global brands include *Computerworld*, *Dummies Daily*, *InfoWorld*, *JavaWorld*, *Network World*, *PC World*, *SunWorld* and *TipWorld*, providing news, features, reviews and tips to CNN.com. In addition, the IDG News Service provides news to CNN.com. 🖳

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# Last Chance to Win Fame and Fortune!

The deadline for entering the 1999 IDG Employee Photo Calendar Contest is almost upon us! This is your last chance to have your photo appear in the last Employee Calendar of the century!

1998
Employee Photo Calendar
IDG

**First prize: $250** **Second prize: $150**
**Third prize: $100**

You may submit up to two color or black-and-white photos or 35mm slides. The photos must have been taken by you, but can be taken anytime, anywhere in the world. Please label each photo with your name, business unit, telephone, fax and e-mail address. Be sure to include a title for your photo. Please note: Do not write directly on the back of the photo; a business card taped to the back works great!

Photos may be any size, but generally a 4-in. by 6-in or 5-in. by 7-in. size works best. Photos will not be returned this year.

**NOTE:** The deadline has been extended by one week. Any pictures received by Monday, Sept. 21 will be considered by the judges.

Mail your entries to: IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, U.S.A. Questions? Send e-mail to world_update@idg.com.

## NOTEWORTHY

### NEW EMPLOYEES

IDC has hired **Ron Glaz** as a senior research manager for its digital cameras and scanners group. He was recently a market analysis manager at Xionics Document Technology and holds a B.S./B.A. in marketing and MIS and an M.B.A .from Boston's Northeastern University.

**Philip Winthrop** joins IDC as a senior analyst, European Services. He holds a B.A. in economics from Boston College and recently received his M.A. in international economics and finance from Brandeis University in Waltham, Mass. A dual citizen of France and the U.S., Philip enjoys music and ballroom dance.

WINTHROP

IDG WORLD UPDATE

**Denise Kane** has been hired to handle analyst and account management responsibilities for IDC's Investment Research Services/Custom Information Access program. For the past two years she's worked in the marketing research department at Cahners Publishing. Denise has a B.A. in psychology from the College of the Holy Cross in Worcester, Mass., and in September will take courses toward an M.B.A. at Boston College. Running, soccer and volleyball are among her outside interests.

**Amy Mizoras** joins IDC's Software Group as an inquiry analyst for IDC Inquire. Previously a marketing communications coordinator with Infinium Software, she earned a B.A. in journalism and science writing from Lehigh University in Bethlehem, Pa. In her spare time she likes to hike and play Ultimate Frisbee. Earlier this year she ran the Boston Marathon.

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**Jana Killion** has joined IDG Books' Indianapolis office as credit manager, customer relations. She previously held a similar position for Polygram Group Distribution. Jana has a B.S. in business from Indiana University and graduated from the Graduate School of Credit and Finance Management at Dartmouth University in Hanover, N.H. She enjoys landscaping in her free time and listening to a wide variety of music.

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**Constance Raleigh** comes aboard IDG's training department as a training and development specialist. Recently a consultant/intern for Willmott and Associates, Inc. in Cranston, R.I., she received a B.A. in history and an M.S. in labor and industrial relations from the University of Rhode Island. Outside the office she enjoys restoring and painting furniture and volunteers at an adult literacy center. She recently designed a training program for the center for individuals with little or no past work experience to improve their chances of successfully entering the health care industry.

RALEIGH

IDG WORLD UPDATE

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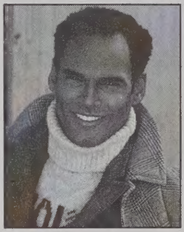
**Gerard Smith** joins IDC Benelux in Amsterdam as a research analyst in the European Network Support and Integration Services division. An American by birth, he is no newcomer to the European front, having previously lived and worked in Switzerland. Most recently, Gerard was with MediaOne as the Network Operations Center technician in its Los Angeles office. He has a B.S. in management science from Shippensburg University in Shippensburg, Pa. and earned an M.B.A. in international management from the Monterey Institute of International Studies in Monterey, Calif. Gerard's biggest challenge these days is allocating equal time among the three main things in his life: his wife, his eight-month-old daughter and IDC reports.



SMITH

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Most recently manager of client services for ASA International, Ltd., **Joseph Norton** has signed on as the business support manager for the IDG Information Services group in Framingham. He has a B.A. in psychology from the University of Massachusetts/Boston and completed a certificate program in systems analysis and design from The Center for Computer Education in Newton, Mass. Back at home, Joe and his wife enjoy keeping up with their 22-month-old son Davis, whom they adopted last year.

### RETURNING EMPLOYEES

An intern with IDC's Peripherals group last year, **Meredith McCarty** returns to IDC as a senior analyst for the Internet services program. She earned a B.A. in English from Wellesley College in Wellesley, Mass., and recently received an M.B.A. from the F.W. Olin Graduate School of Business at Babson College in Babson Park, Mass. An Arizona native, Meredith will be returning there for her November wedding.

McCARTY

IDG WORLD UPDATE

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Channel Services Group welcomes two former IDG employees. **John Carpenter** joins the Framingham, Mass., office as vice president of research. He was most recently director of research at CMP's Channel Group, where he was on the original launch team for CMP's channel research effort. Before that, John spent six years at Computerworld, Inc. as vice president, Customer Information Group.

**Mark Taussig**, who spent six years at IDG with *PC World* and *Multimedia World*, will work in San Mateo, Calif., as the Western ad director for *Solutions Integrator*. He was most recently West Coast Associate Publisher for Mecklermedia's *Internet World* and before that was director of advertising for Entertainment@Home and Quote.com.

### WORLDWIDE SEARCH

**Help make the Noteworthy column representative of IDG's vast geographic reach.**

**Send news about new employees, transfers and promotions to world_update@idg.com. Photos are always welcome and will be returned upon request.**

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**SIXTEEN YEARS**
Paul Gillin - Computerworld

**FIFTEEN YEARS**
John Gallant - Network World

**ELEVEN YEARS**
Stephanie Beach - InfoWorld

**NINE YEARS**
Susanne Seidelhuber - IDG Austria

**SEVEN YEARS**
Akdogan Ozkan - IDG Turkey

**SIX YEARS**
Juan Ramón Melara - IDG Spain

**FIVE YEARS**
Kristin Cocks - IDG Books
Valery Bourke - IDG Books
Albert Gallan - IDG Books

**FOUR YEARS**
Lee Schlesinger - Network World
Serena Ko - IDG Hong Kong
Candace O'Keefe - Computerworld
Martine Edwards - IDG Books
Brenda McLaughlin - IDG Books

**THREE YEARS**
Volkan Ersoy - IDG Turkey
Onder Arslan - IDG Turkey
David Minehart - InfoWorld
Jacqueline Mailloux - IDG Hong Kong
Karin Leite - IDG Books
Michael Sullivan - IDG Books
Makoto Kuroda - IDG Japan
Bill Horan - IDG Games Media Group

**TWO YEARS**
Jim Parker - Network World
Betty Amaro - Network World
Susan Rastellini - Network World
John Fischer - Network World
Hakan Unal - IDG Turkey
Elena Gonzalez - IDG Spain
James Walker - Macworld U.K.
Dan Verton - FCW
Ken Schumann - IDG Books
Mark Butler - IDG Books

**ONE YEAR**
Kevin O'Keefe - Network World
Mary Viglienzoni - InfoWorld
Stephanie Andrew - InfoWorld
Maureen Grady - Computerworld
Ryan Rader - IDG Books
Paul Kuzmic - IDG Books
Maureen Kelly - IDG Books
Elsa Fox - IDG Books
Katherine Bunje - IDG Books
Robert Podrasky - IDG Books
Chiho Kasahara - IDG Japan
Marianne Kolding - IDC U.K.

## DID YOU KNOW?

As of June 1, 1998, IDG employed 2,402 people in the U.S. including casual part-time*, part-time** and full-time*** workers.

Of the 2,402:

- 40% (953) are male
- 60% (1,449) are female

- 95% (2,275) work full-time
- 5% (127) casual or part-time

- 48% (1,157) are married
- 52% (1,245) are single

- Average age: 35.4 years

- Average length of service: exactly four years

- During calendar year 1997, 75 of the currently active employees transferred between business units.

- Employees are distributed among business units as follows:
  Eastern U.S.: 1157
  Western U.S.: 976
  Midwest (Texas, Ill., Ind.): 232
  Overseas: 10

* casual part-time equals fewer than 30 hour/week
** part-time equals 30 or more hours but fewer than 37.5
***full-time equals 37.5 hour/week

# Mud's the Word

**TOM O'BRIEN (LEFT) AND CLARK Morey** *flank friend Carolyn Henry and proudly show off the mud and medals they collected at the conclusion of the HiTec Adventure Race.*

Not content to have last year's triathalon be the end of their arduous athletic exploits (see *IDG World Update Online,* July 14, 1997), *InfoWorld* InfoMarket Account Manager **Clark Morey** and *IW* Account Executive **Tom O'Brien** competed in the HiTec Adventure Race in Sacramento, Calif., on Aug. 9.

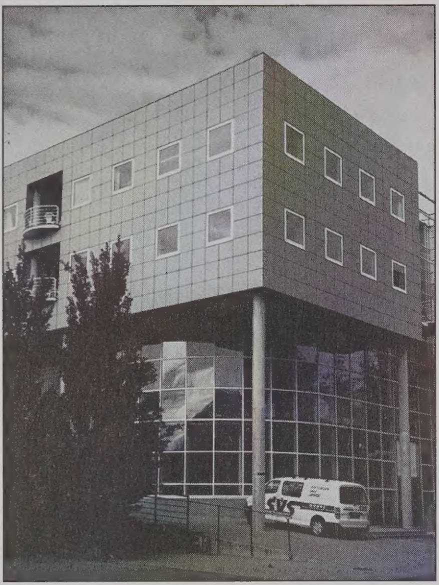
The competition involved having a three-person team kayak 1.5 miles, complete a six-mile trail run through mud and chest-deep water, ride 12 miles on a mountain bike, scale a 15-foot wall and finish by crawling through 10 yards of mud, all interspersed with puzzles and obstacles that required teamwork to overcome.

The *InfoWorld* pair and a friend finished in 2 hours, 53 minutes and jumped in a nearby lake for a much needed bath.

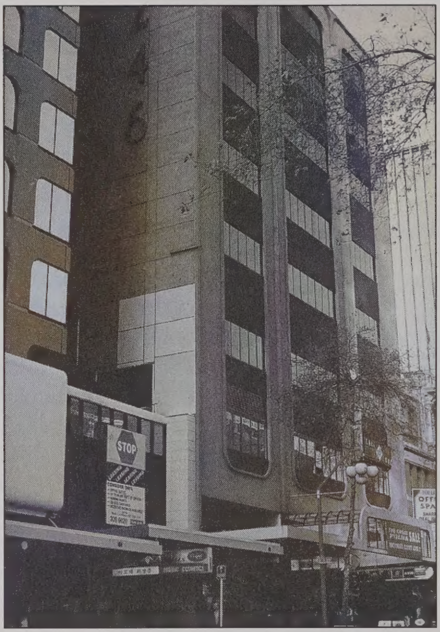
Sauza
Sauza
HI-TEC
BALANCE BAR

**MOREY EMERGES FROM THE MUD** *first as O'Brien and Henry keep slogging.*

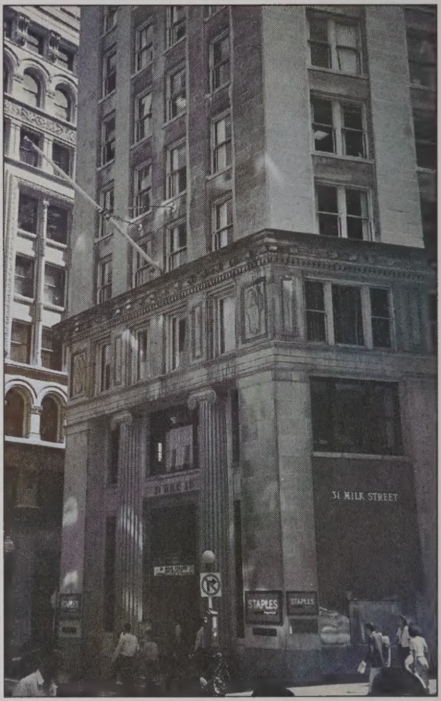
## WHERE IN THE WORLD?



A) ______________________________



B) ______________________________



C) ______________________________

Match the pictures with the correct IDG offices listed to the right. All correct entries will be entered into a random drawing and three winners will receive *IDG World Update* baseball hats.

Entries must be received by Oct. 5.

Fax your entry to *IDG World Update* at 617-423-0712 or e-mail the answers to world_update@idg.com.

The options are:

IDG International Publishing Services, (Boston, Mass., U.S.A.)

IDG Norway (Oslo, Norway)

IDG New Zealand (Auckland, New Zealand)

Send a photo of your building for use in a future contest! Anyone who sends in a photo will receive an *IDG World Update* pen.

IDG WORLD UPDATE

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Internet: david_bromley@idg.com

Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries. IDG also produces 168 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The *IDG World Update* staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 37 September 14, 1998

IDC AUSTRALIA LOOKS AHEAD TO THE FIRST ASIA/PACIFIC IT FORUM IN SYDNEY
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ONLINE: MAC PUBLISHING PRESIDENT/CEO COLIN CRAWFORD TAKES A TURN
PAGE 3

SALES MEETING ATTENDEES COMMENT ON COLLABORATION
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

# IDG, Ziff-Davis Underwrite Study of IT Buyers

## Results to be released in bi-coastal events Sept. 17

IntelliQuest Information Group, Inc. will unveil the results of an unprecedented study of technology buyers in bi-coastal events on Sept. 17. The study, entitled: "The Technology Buyers: A Study of Business Buyer Segmentation, Purchase Process and Information Sources," was underwritten by IDG and Ziff-Davis.

The study identifies:

- The five key segments of business influencers.
- The role each segment plays at each step of the typical purchase process for PCs, printers, software suites and networking products.
- The information sources used for each step of the purchase process and how critical each of these information sources is to each of the five segments.

"This study uncovered important findings that will be extremely useful to technology marketers," said Brian Sharples, president and CEO of IntelliQuest. "International Data Group and Ziff-Davis are to be commended for joining forces to fund an objective,

• CONTINUED PAGE 7 •

# *Sales Force!*

## U.S. business units convene annual sales meetings under one roof in effort to explore collaborative opportunities

**FLOAT THAT BOAT.** *No meeting on collaboration should be without a team-building exercise. Attendees at last month's sales meeting were divided into 14 teams and asked to construct a workable boat out of styrofoam, cardboard and other materials. Above, members of one of the groups get ready to test the seaworthiness of their craft.*

For the first time in the company's 34-year history, multiple IDG business units pooled the collective strengths of their sales teams for a joint sales meeting, the theme of which was Collaboration.

"The IDG business unit presidents wanted to augment their own sales meeting with information about broader industry issues, including trends affecting all of us," said IDG President **Kelly Conlin**. "In an increasingly competitive market, we believe everyone can gain from a better understanding of what is contributing to our success today, as well as collaborating on ways in which we can ensure an even more successful future."

The meeting, held Aug. 26-29 in Carlsbad, Calif., was attended by 250-plus IDGers from *CIO*, *Computerworld*,

• CONTINUED PAGE 4 •

## IN BRIEF

# IDC Australia Counts Down to the First Asia/Pacific IT Forum in Sydney Next Month

Months of hard work and careful planning will pay off next month as the first annual Asia/Pacific IT Forum welcomes some of the region's most prominent IT players to Sydney.

The three-day forum, which runs Oct. 25-27, is being hosted by IDC Australia and will feature 11 sessions focusing on such topics as Infrastucture Challenges of the Information Age, Servicing the Enterprise, Architecting the Internet Economy and New Services and New Services Providers.

Renowned economist and author Lester Thurow will deliver the keynote address. VP/Managing Director IDC Asia/Pacific **Dennis Philbin** will chair a session entitled, "Can Asia Compete in the Information Age," which will examine, among other issues, the effect of the Asian economic crisis on the region's ability to compete in the world's fastest growing market sector.

Other IDG names on the agenda include Chairman **Pat McGovern**, who will deliver the forum's opening address; **Frank Gens**, IDC senior vice president; **Dave Vellante**, IDC senior vice president; **John Gantz**, IDC senior vice president; **Phillipe de Marcillac**, IDC senior VP, Worldwide Research; **Tony Picardi**, IDC group vice president; **Michael Melenovsky**, IDC group vice president; **Gigi Wang**, senior vice president; and **Mark Winther**, IDC group VP, Worldwide Telecommunications.

Industry speakers include Morton Topfer, vice chairman, Dell; John Mashey, chief scientist, Silicon Graphics; Alfred Chuang, founder and chief technology office of BEA Systems; Suek Namgoong, president and CEO, Samsung SDS; and Fred Amoroso, IBM VP, Asia Pacific Global Services.

According to IDC, sponsorships are essentially full and include such heavy-hitters as Acer, Dell, Hewlett-Packard, IBM, NEC, Netscape, Siemens, Unisys, Silicon Graphics and PricewaterhouseCoopers.

For more information, including information about discounted registration for IDG and IDC employees, check out the IDC Australia Web site at: http://www.idc.com.au.

# Dummies Dominate *Publishers Weekly* — Again

IDG Books' *...For Dummies* titles occupied 19 out of 40 computer book bestsellers listed in the Aug. 31 issue of the venerable trade tabloid *Publishers Weekly.*

Dummies titles held the No. 1 slot in four out of five categories: Operating Systems (*Windows 95 For Dummies*); Applications (*Word 97 For Windows For Dummies*); General (*PCs For Dummies*) and Macintosh (*Macs For Dummies*).

For more than three years, IDG Books has consistently had 35% or more of the top-selling computer books on the *Publisher Weekly* list, according to IDG Books Director of Public Relations **Mimi Sells.**

## NEW ADDRESS FOR IDC ASIA/PACIFIC (SINGAPORE)

**71 Bencoolen Street,**
**#02-01**
**Singapore, 189643**

**The main phone and fax remain unchanged:**
**Tel: +65-226-0330**
**Fax: +65-220-6116**

**For individual phone extensions, the prefix changes from +65-322-0XXX to +65-335-0XXX.**

## LETTERS TO THE EDITOR

To the editor:

Can you try harder to include non-U.S. news and features? The July 6 issue was more European-based than most, which was good, but you could be more consistent having a more equal U.S./non-U.S. balance. Maybe you could use correspondents to inform you about what's going on in different business units?

**Peter van Ammelrooy**
IDG Netherlands

*Eds. Reply:*

While we don't have a formal network of correspondents we always welcome story ideas from any IDG employee. If any reader thinks his or her business unit is under-represented in these pages, please tell us about your company's achievements. We strive for a geographical mix, but "balance" is in the eye of the beholder: U.S. readers think there's too much "foreign" news, some California readers claim an East Coast bias, etc. We'd like to think everything balances out during the year!

## TELL US WHAT YOU THINK

**This new feature will run from time to time as needed. Letters to the editor must be signed and may be edited for length. Please send correspondence to: IDG World Update, Letters to the Editor, 31 Milk St., Suite 210, Boston, MA 02109, U.S.A. or via e-mail: world_update@idg.com.**

## ON LINE

**COLIN CRAWFORD**

*Mac Publishing's President and CEO is this week's columnist. Part 2 of his column will appear next week.*

### MAC PUBLISHING, L.L.C. AT-A-GLANCE

- **Year *Macworld* established:** 1984
- **Year partnership with Ziff established:** 1997
- **Number of employees:** 100
- **Publications:** *Macworld* (monthly), *eMediaweekly* (weekly). Online: Macworld.com, iMacworld.com, MacWEEK.com and eMediaweekly.com.
- **Top three goals for the coming year:**
  1) Ensure *eMediaweekly* is a successful launch.
  2) Ensure *Macworld* appropriately covers the Apple consumer market.
  3) Grow MacPublishing Online.
- **Competitive position**: Although *Macworld,* with a circulation of over 500,000, is by far the dominant monthly title there are a number of smaller titles including *MacAddict, MacHome Journal* and *MacToday.*

Publications whose editorial charter includes specific vertical coverage of *eMediaweekly*'s regular departments of print and imaging, multimedia and the Web could be considered *eMediaweekly*'s competitors. We consider *New Media* to be our most direct competitor.

**Q Who owns Mac Publishing?**

**A** Mac Publishing,is a 50:50 joint venture between IDG and Ziff-Davis, formed on Aug. 1, 1997, to pool IDG and ZD Macintosh print assets and certain online assets. The board is made up of two representatives from each company.

The company operates separately from both organizations but can purchase services from either IDG or ZD. Currently IDG handles our HR and payroll functions. ZD covers circulation, accounting, treasury and IS. Mac Publishing covers sales, editorial and production. Based in downtown San Francisco, the joint venture currently employs 100 people. We have our own separate benefits plans covering medical benefits, 401(k) and profit sharing at very similar levels to those enjoyed by former IDG and ZD employees.

**Does the competitive nature of IDG and ZD make it difficult?**

Although IDG and ZD are highly competitive in the marketplace with radically different business philosophies, the joint venture has demonstrated that the two companies can cooperate. The board members have worked well as a team providing invaluable guidance to help us shape our business strategy.

For me personally, it has been an exciting challenge. I've learned a great deal about how the two different organizations are run and managed. Although I always appreciated the decentralized model of IDG, the last year has really emphasized its benefits. I highly recommend that IDG stick with its current model. In my opinion, focused attention on customers and the marketplace is much more effective than a centralized organization where staff have to deal with multiple products.

**What has the last year been like?**

Very challenging but stimulating. A sense of humor has been essential. The logistics of merging the organizations were more complex than anticipated. Virtually every aspect of the company was changed to some extent, and it was a huge challenge dealing with internal issues when we really wanted to focus our energies externally. We merged the circulation files, moved premises, installed new IS systems and transferred several back-office functions to Ziff. Certainly there were tense times and blood pressures rose, but once we separated the emotions from the problems we were able to reach satisfactory solutions. Both IDG and ZD have gained substantially from the experience, including, I believe, a lot of respect for each other's cultures.

Some of our employees found the change very difficult and decided to move on to new careers. While it is always disappointing to lose talent, it is much more important to retain individuals who are committed to making the company successful. It has been particularly gratifying to welcome back several past employees. The merger was originally driven by business pragmatism. A year ago the Macintosh market was in a desperate state and could not support two monthly publications. Thankfully, there has been a dramatic turnaround.

**What does the future for the Apple marketplace look like?**

Apple now has a simplified hardware and OS strategy giving analysts, developers and buyers renewed faith in the platform. The iMac launch appears to have been incredibly successful — attracting a significant number of buyers from outside the installed base. Three profitable quarters in a row have helped push Apple's stock higher, giving the company a capitalization of over $4 billion compared with $1.8 billion at the start of 1998.

In the next year we expect some stability in ad revenues, possibly even some upswing, as the Apple market continues to improve. With Apple's adoption of USB technology we will see a surge of new peripheral devices. The introduction of Mac OS 8.5 and MacOS X in 1999 will drive a lot of new and upgraded software applications. With Apple's focus on the consumer market we will be looking at ways of fine-tuning our position so we can cover this market segment.

## SALES FORCE

*continued from page 1*

*InfoWorld, Network World, PC World, PC World Online, Publish, Solutions Integrator* and *The Industry Standard* and IDG Marketing Services. According to Conlin, the conference had the following three objectives:

- Developing, enhancing and understanding each business unit's strategy.
- Sharing the good news of IDG as a whole and understanding IDG's strategy and its competitive environment.
- Fostering collaboration and learning both within business units and between business units.

As Conlin noted, "As advertisers are increasingly looking for solutions, not just advertsiing pages, the business unit presidents believe that collaboration is an important tool that we can use to enhance customer service and IDG results."

### Why collaborate?

A highlight of the meeting was a "town hall" forum with all the business unit presidents to tackle the question of "Why Collaborate? As *InfoWorld* President and CEO **Steve Moylan** said: "There's a whole host of reasons to collaborate, but the biggest is that the customers want us to work together. That's opportunity knocking on the door — we don't only want to open that door, we want to rip it off its hinges. By working collaboratively we can be very, very powerful." Added *Computerworld* President/CEO **Jim Martin**, "In keeping close to our customers our egos would like to let us think we can do it all ourselves, but we really work better together." *Network World* President/CEO **Colin Ungaro** summed it up by saying that "we know in the end that we will win if we collaborate."

> *"There's a whole host of reasons to collaborate, but the biggest is that the customers want us to work together."*
>
> **Steve Moylan**

During the final day's session, *Computerworld* Senior District Manager **Laurie Marinone** spoke about a collaborative sales pitch that several IDG sales teams presented to Platinum Technology earlier this year to sell its ads into multiple IDG publications.

**MORE THAN 250 REPRESENTATIVES FROM NINE U.S. BUSINESS** *units participated in IDG's first collaborative sales meeting, held at La Costa Resort and Spa in near San Diego.*

"Everyone's always saying to us, 'You've got so many publications. Help us understand the market and how you can help us,' " Marinone noted. "So we showed them."

According to Marinone, the integrated team sales pitch was more powerful, focused and effective, more efficient, more fun and eliminated spin-doctoring. She advised that future collaborative efforts follow these rules:

- STOP infighting. It weakens the company. The goal is to take money off the table from Ziff-Davis and CMP.
- START a system to make the cross-selling process easier.
- CONTINUE to share information and strategies daily and respect each others' abilities and quotas.

Best of all, the pitch resulted in IDG winning a multi-million dollar, 14-month contract.

*(For information on a similar collaborative sales effort, take a look at "Grassroots Sales Effort Emphasizes Breadth, Depth of IDG Resources," IDG World Update Online <http://idgcentral.com>, April 20, 1998.)*

The meeting also provided an opportunity to celebrate IDG's success. "What IDG is about," Conlin said, "is helping drive the information age." And he had the facts and figures to prove it. He said that, in publishing, IDG's page growth for the first half of 1998 grew by 6%, while Ziff-Davis' was down 11% and CMP's was stagnant with 0% growth. On the online side, IDG now has 240 sites in 54 countries — the clear global leader, with Ziff and CMP fielding only 22 and 42 Web sites, respectively — with IDG.net <<http://www.idg.net>> serving as the gateway to all the IDG sites.

"The meeting made me realize how our online publications can work closer together to better serve the needs of our clients," said **Scott Danish**, director of marketing and research, PC World Technology Network. "There are a number of clients that are very interested in reaching a variety of online users at the novice level and up to the IS/IT level. They're all looking for beyond-the-banner types of solutions. The meeting made me realize that we can meet or exceed these clients' needs by combining efforts to provide a better package."

While much of the four-day meeting was taken up with break-out sessions in which each publication's sales teams discussed strategies and goals for 1999, there was time for plenty of between-meeting exchanges of ideas, not to mention a team-building exercise.

The entire group was divided into 14 teams, given the same materials — styrofoam, cardboard, PVC piping, etc. — and asked to build a workable boat (or facsimile thereof). After eight heats in San Diego's Mission Bay, the four finalists raced for a gold medal (and a dry towel).

The winning team, representing multiple publications, of course, was composed of: **Gary Beach** and **Mike Masters** (*CIO*), **Bob Ainsworth**, **Laurie Marinone**, **Michael Mutrie** and **Isabelle Kane** (*CW*), **Jeff Bodenmann** (IMS), **Tom Grimshaw**, **Carol Lasker** and **Ann Rosky** (*NW*), **Mike Carroll** and **Bob Ostrow** (*PCW*), **Roz Burke** (*Solutions Integrator*) and **Bob Werber** (*The Industry Standard*).

## *Job Opportunities*
## *Monday, September 14, 1998*

**Administrative Assistant (CHSG)**
This position will have shared responsibilities in supporting our Finance Director and Western Regional Sales Manager. Responsibilities include coordination and tracking of department schedules, general clerical support, correspondence, production and distribution of monthly financial reports, data entry, customer service, creating graphic presentation materials, and special projects. Must be a self-starter able to work independently with strong project management skills. The candidate must be a bright, enthusiastic team player who has the ability to multi-task in a fast-paced high pressure environment. Strong PC skills (Word, Excel and PowerPoint) and 2-5 years of related experience.
*Location: San Mateo, CA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Financial Analyst (CHSG)**
Channel Services Group seeks a Financial Analyst to provide direction and support regarding all aspects of financial operations. Responsibilities will include coordinating timely budgeting and forecasting across CHSG departments. Will also identify opportunities for cost savings, analyze financial performance, and help develop metrics to gauge performance. May also involve invoice processing and coding. Ideal candidate will have a BS/BA (MBA preferred) in Accounting, Finance and 3-4 years related work experience preferably within a publishing environment. Excellent communication skills with the ability to multi-task in a deadline driven, fast paced team environment are a must. The candidate must have spreadsheet analysis experience and be able to work closely with various departments.
*Location: San Mateo, CA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Senior Regional Sales Manager (CHSG)**
Responsible for prospecting, maintaining and increasing sale of ad pages and share-of-market advertising space for Solutions Integrator in both our print and "electric" editions within the mid-Atlantic or eastern territory. Must develop a thorough understanding of the channel market and Solution Integrator's position and value in that market. Responsibilities also include training and managing an Account Executive and Sales Associate. Requires minimum five years in computer publication ad sales. *Location: East Coast*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Manager, Program Development (CIO)**
CIO Executive Programs seeks a Program Manager. In this position you will have responsibility for content and marketing support of individual programs or events. This includes developing conference themes, details of the agenda, arranging for presenters, program promotion including collateral content development and fulfilling the overall role of event manager; ensuring that schedules, quality and attendance targets are achieved. Ideal candidates will possess a Bachelor's degree or equivalent experience and 3+ years business experience. Candidates will possess demonstrated ability in project management; strong creative writing and editing skills; excellent communication skills; and the ability to excel in a fast-paced, multitask environment. Travel required. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Accounting Specialist (CIO)**
CIO Communications has an immediate opening for an Accounting Specialist. Responsibilities include processing accounts payable, accounts receivable, and special projects, as needed. The ideal candidate will be organized, detail-oriented and have the ability to work independently or as a team player in a fast-paced, deadline-oriented environment. Speed, accuracy, excellent communication skills (written and verbal), and computer experience are essential. Minimum of 2 years accounting experience required; college degree a plus. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Assistant Managing Editor/Special Projects (CW)**
The assistant managing editor/special projects is responsible for on-line copy editing, page production and final sign-off of all special projects publications, guaranteeing that they are of top-quality editorial material. Special projects include the annual Best Places to Work magazine, Forecast, Campus/Careers magazines, Premier 100 and any other supplements to Computerworld. This person will also lead the production of special features packages within Computerworld and work on other projects within the weekly as required. The AME skills must include the following: proficient in QuarkXpress and Microsoft Word, experience with print production on a magazine or newspaper, strong grammar and organizational skills, excellent communication skills and basic understanding of HTML. *Location: Framingham, MA*
Contact: M. Maynard, Fax: 508-879-3760, Phone: 508-820-8162, Email: maria_maynard@cw.com

**Editor, Gray Sheet (IDC)**
IDC is looking for an aggressive and articulate editor for its flagship IT and Internet Industry newsletter, The Gray Sheet. Responsibilities include publishing two newsletters monthly, one special report annually, and overseeing direct mail marketing efforts and several smaller marketing campaigns throughout the year. The individual will work closely with IDC's top researchers and research programs to identify hot topics, and to provide insightful analysis and market data on hot topics. Successful candidates will possess strong knowledge of the IT industry as well as excellent analytical skills and writing ability. Previous public speaking, business management, direct mail and marketing experience is a plus.
*Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idc.com

**Research Analyst, Applications and Information Access (IDC)**
IDC's Applications and Information Access Research Team seeks an applications software analyst to respond to customer inquiries and produce written analysis of software vendors and markets relating to ecommerce software and supply chain automation. Responsibilities include providing excellent service to our customers, conducting market research, and publishing insightful analysis pertaining to these fast growing areas under the direction of program management.
We are looking for someone who: is a strong and prolific writer, has qualitative and some quantitative research experience, delivers quality service to clients, and has familiarity with the above applications areas. Insightful, prolific writers preferred; relevant experience includes research, journalism, and IT product management or implementation.
Professional attributes: Entrepreneurial, values ownership and being part of a cohesive, accomplish-oriented team, and enjoys building professional client relationships. Motivated to build an industry consulting business for the world's leading IT market research firm and a reputation as a thought leader in the computer industry. *Location: Framingham, MA*
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

**Inventory Control Manager (IDG/B)**
IDG Books Worldwide is looking for an Inventory Control Manager for their Indianapolis office. This person will be responsible for the day-to-day activities related to the movement of all IDG/B inventory movement. You will also recommend policy, establish SOPs and train staff. In this manager's role, you will create, track and manage departmental budgets. A BS in Accounting, Management or related business program is required.
*Location: Indianapolis, IN*
Contact: S. Hopson, Fax: 317-596-5240, Phone: 317-596-5222, Email: injobs@idgbooks.com

**Business Development Manager (IS)**
Reporting to the Director of Business Development, the manager is responsible for execution and analysis. Working with strategic partners and senior management, this individual will analyze broad business initiatives and manage independent projects. Responsibilities include identifying/developing innovative relationships; analyzing/developing a plan for restricting site access to subscribers; meeting with current and potential partners to develop/refine key industry relationships and analyzing/evaluating new business opportunities and revenue streams. Ideal candidate will have 3+ years experience in Internet publishing & business analysis. MBA highly preferred. *Location: San Francisco, CA*
Contact: J. Walowksi, Fax: n/a, Phone: 415-733-5482, Email: jwalowski@thestandard.net

**Circulation Director (IS)**
The Industry Standard is searching for a circulation director with at least 5 years experience to plan, organize and coordinate paid and controlled circulation activities for their group. Responsibilities include developing corporate circulation and publishing strategies; budgeting, planning & profitability analysis; implementing promotion efforts; supervising single copy sales & subscription fulfillment; and maintaining relationships with outside vendors. Ideal candidate should have specific experience in a major consumer or business publication; be well-versed in ABC & BPA audit statements for paid & controlled circulation; 2 years computer modeling experience; strong direct-marketing skills; thorough knowledge of all phases of circulation promotion, fulfillment & financial analysis and have proven managerial skills. *Location: San Francisco, CA*
Contact: S. Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murhpy@idg.com

**Online Marketing Coordinator (IS)**
Reporting to the Online General Manager, with a dotted line relationship with the Director of Marketing, the Coordinator will develop the Standard's website and implement plans for building awareness and traffic. Responsibilities include working with GM to develop marketing strategies for multiple products; analyzing & comparing media placement opportunities; negotiating ad buys/barters; managing the development of a creative plan for online advertising and working with marketing dept. to develop print advertising. Ideal candidate will have 2+ years experience in the Internet space and marketing or advertising. The Coordinator must be capable of exercising considerable autonomy & originality. BA strongly preferred. *Location: San Francisco, CA*
Contact: J. Walowksi, Fax: n/a, Phone: 415-733-5482, Email: jwalowski@thestandard.net

Places to find a complete listing of job opportunities across IDG:
- Lotus Notes – Job Opportunities Database
- IDG Central – http://idgcentral.com
- IDG Web Site – http://www.idg.com
- Job Hotline – MA: 508-935-4406
- The World Update on the last Monday of every month.

$ $

## IDG EMPLOYEE REFERRAL BONUS

# SUMMER SIZZLER!

### HOT DAYS . . .

### COLD CASH!

## YOU GET

$1,000 for each referral that results in a regular full-time or part-time hire within participating divisions. $500 for casual part-time referrals working a minimum of 20 hours. With 2 successful referrals, you'll be entered into the year-end drawing for the following: **Grand Prize – $2,000   Runner-Up – $1,500**

## RULES

- You may be an employee of any IDG Division to participate; however, you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date for that specific position will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision
- All resumes and forms must be received by Human Resources between July 1, 1998 and September 30, 1998

Date:______________________________

Applicant's Name:______________________________

Position Referred to:______________________________

Company Name:______________________________

Referred by: (Employee Name)____________________

Company Name:______________________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager

**FOR HUMAN RESOURCES USE ONLY**

Employee Receiving Bonus:____________________

Company Name:______________________________

Referred Employee:__________________________

Company Name:______________________________

Date of Hire:______________________________

Ninety Day Date:____________________________

Charged to BU/Department# ____________________

H.R. Signature:____________________________

Bonus check to be given to:____________________

Bonus Amount: **$500   $1,000**

# Collaborative Theme Resonates with Attendees

POMPONI

"It's really important that at this point in our company that we maximize and leverage our decentralized strength. What we offer to the market is that decentralization is a positive. The market is ready to hear that now. We really have, across the board, a stronger product line. We're confident in our company and that comes from our working together. Everybody is ready. 'I dare you to kick sand in my face, because I've got five guys right behind me.' This comes from an editorial-circulation-sales team that believes it. We're close to each other, and we're only going to get better."

—**Donna Pomponi,** *senior district manager, Network World*

PIETSCH

"It's been fantastic and so successful. We know everybody, but it's fun to interact and everyone's personality comes out. I hope that carries over to the office."

—**Robert Pietsch**, *account executive, Computerworld*

"It's really important to find the information that we can share. That core information is the key to the kingdom in collaborating. Information is the currency of our success and we want to make sure you have access to it."

— **Jeff DeBalko**, *president, IDG Global Communications*

LEVY

"No one does the enterprise as well as we do.We have the best chance ever of pulling off the collaborative effort. Collaboration: Let's Try It."

— **Joe Levy**, *president & CEO, CIO Communications*

"Money appears when there are big ideas."

— **Peter Horan**, *IDG vice president*

"We must become much more astute at discussing trends and technology with customers and not just sell a rate card."

— **Jim Martin**, *president, CW*

SCHACKMAN

"I expected to get — and got — direction on the company and where we are vs. our competition, learn how our strategies worked last year and how we're going to use them in the future. I've been to many [of this sort of meeting] over the years, and this one is very good."

— **Sandy Schackman**, *associate publisher, PCW Online*

"The dark side of collaboration is that we have to be open to accept criticism and input coming from peers and clients. You have to get in front of your clients with our resources and help them through a very tough time in a market that's changing rapidly."

— **Rich Marino**, *president & CEO, PC World*

ROBERTI

"I think this meeting has been great. I've met people I've heard about but never seen, and I've been with IDG for eight years. Plus I think it's cool to have Kelly [Conlin] and other business units presidents be accessible and know what we're up against."

—**Maureen Roberti**, *account executive, Computerworld*

"I like the theme of collaboration. It'll give IDG as an organization a competitive edge. The market is asking for an integrated approach and ways to make it easier to do business with us."

— **Lisa Brown**, *director of online advertising, CIO*

BROWN

PHOTOS BY IDG WORLD UPDATE

"These [collaborative] pioneers make IDG's decentralized culture transparent to the customers."

— **Evilee Thibeault**, *senior vice president and publisher, NW*

# NOTEWORTHY

## PROMOTIONS

An eight-year veteran of IDC sales, Director **Steve Fontaine** has been promoted to associate vice president, major accounts consulting sales.“Two years ago Steve became part of the Major Accounts sales team, concentrating his consulting sales efforts across many of our larger major accounts, rapidly building our consulting presence and business,” said **Brad Thorpe**, vice president, major account sales. “In his new role, Steve will assume responsibility for all major accounts consulting sales. While continuing to be directly responsible for specific accounts, he will manage an additional Mountain View, Calif.- based major accounts consulting sales person, as well as the continued successful East Coast sales activities of **Terri Bergstrom**. Steve will also be a member of the newly formed Sales Leadership Council.”

IDC Director of Sales **Ken Hoyt** has also been promoted to associate vice president, major accounts sales. “Ken has a record of continuous sales achievement in every assignment,” Thorpe said. “Two years ago Ken joined the newly formed Major Accounts sales team as director of major accounts sales and as IBM Global Account Manager. This year, IBM will reach nearly $4 million in CIS and $8million overall, in U.S. sales alone, which represents close to 10% of IDC’s U.S. business! Recently Ken submitted to IBM a unique proposal with support from IDC colleagues managing the IBM account in Canada, Latin America, Europe, and Asia Pacific that would allow for true worldwide access to all IDC worldwide CIS research. If accepted by IBM, IBM will gain unprecedented exposure and use of IDC’s complete research portfolio.” A12-year IDC veteran, Ken will also be part of the Sales Leadership Council.

IDG WORLD UPDATE

HOYT

IDC Director of Sales **Denise Haines** is now associate vice president, major accounts sales. “In Denise’s eight years with IDC she has been a consistent overachiever in her account and quota assignments, and she’s brought incredible business penetration and sales growth in each account,” Thorpe said. “Under her account management, our Hewlett-Packard CIS business has increased over 130% in the last three years, and our CIS business at Sun has increased over 240% in the same period. Working closely with IDC sales counterparts in Europe and Asia, Denise has been instrumental in the non-U.S. sales growth.” Denise will also become a member of the Sales Leadership Council.

HAINES

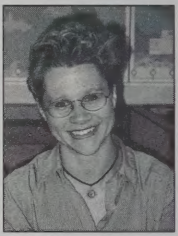
IDG News Service Editor-at-Large **Elinor Mills** will assume the newly created position of deputy managing editor and be responsible for managing the *Noticias en Español* segment of the daily news service, as well as overseeing the creation and enhancement other Spanish-language services. “Elinor will continue to share management responsibilities for the San Francisco news desk with San Francisco Bureau Chief **Torsten Busse** and participate in our primary coverage of Silicon Valley,” said IPS Vice President/Editorial **Rob Garretson**, “but she will focus a portion of her boundless energy on managing our various Latin American initiatives — including working with *PC World Latin America* — and help us further enhance our coverage of Latin America and build on our growing palette of Spanish-language resources.”

MILLS

## NEW EMPLOYEES

**Juan Carlos Perèz** joins the IDG News Service as Latin American News Editor. “Juan has been a tremendous contributor — in both English and Spanish — as a freelance correspondent in Caracas and instrumental in the creation and growth of *Noticias en Español*,” said **Rob Garretson**, IPS vice president/editorial. “Juan will also contribute to the primary, English-language newswire, both with his coverage of Latin America and covering IT events in the U.S. for our broader global audience. Among the first orders of business for Elinor and Juan is to begin developing a stringer network throughout Latin America and a more interactive relationship with our constituent publications in the region.”

**Mary Jo Wagner** is the new copy editor for the IDG News Service’s European news desk in London. Prior to joining IDG, Mary Jo was “professionally unemployed as a freelancer.” Before going solo, she gained some news writing experience in Rome and worked as the “company journalist” for an agency that distributed and sold satellite data throughout Europe, North Africa and the Middle East. After two years, she returned to the U.S., where, after a brief stint in public relations in San Francisco, she joined the world of freelancers. Mary Jo has a double major in journalism and sociology from the University of Wisconsin/Madison. Sleeping is a favorite pasttime, but when she’s awake, she likes dancing, travel, movies, playing her violin and thinking about taking naps


IDG WORLD UPDATE

WAGNER

**Nikki Anderson** joins *InfoWorld*’s Bellevue, Wash., office as a sales associate. She was formerly an executive assistant to the vice president of Lebherz Insurance Services in San Mateo, Calif. She recently relocated to the Bellevue area after getting married this June. Nikki attended George Fox University, earning earned a degree in business, and enjoys playing soccer and traveling.

IDC has hired **Christina Casey** as a marketing specialist in the Systems, Storage and Software Group. She was previously with EF Education in Cambridge, Mass. She earned a B.A. in Spanish from Smith College in Northampton, Mass., and enjoys biking skiing and travel.

### NOTEWORTHIES WANTED

**All business units are welcome to send information for the Noteworthy section to: world_update@idg.com.**

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**FIFTEEN YEARS**
Karl Koessel - PC World

**FOURTEEN YEARS**
John Gantz - IDC
Michael McCarthy - Web Publishing

**THIRTEEN YEARS**
Mary Gibbons - IDC

**TWELVE YEARS**
Marianne Nichols - IDC
Angele Boyd-Myers - IDC
Janet Glynn - IDG

**ELEVEN YEARS**
Gary Beach - CIO

**TEN YEARS**
Robert Kanes - PC World
Hillary Kushinsky - IDG

**NINE YEARS**
Brad Christenson - IDC
Debra Bernardi - IDC
Deirdre Hatch - IDC
Christina Ölschläger - IDG Germany

**EIGHT YEARS**
Merrill Walsh - IDC
Maria Jose Marzal - IDG Spain
Teresa Lui - IDG Hong Kong
Peter Guastella - Publish

**SEVEN YEARS**
Natalye Alter - IDC
Linda Devine - IDC

**SIX YEARS**
Alyson Morales - IDC
Donna Moschella - IDG World Expo

**FIVE YEARS**
Gerry Murray - IDC
Sherry Gomoll - IDG Books
Judith Shapiro - IDG World Expo
Thomas Vahey - IDG
Barbara Schwab - IDG
Cheryl Talamini - IDG
Paula Connor - CIO

**FOUR YEARS**
Kathleen Pikosky - IDG
Kathryn Grayson -CIO

**THREE YEARS**
Suzanne McMillen - IDC
Stephen Garone - IDC
Thomas Oleson - IDC
Noelle Bonin - IDC
Karel Taschner - IDG Czechoslovakia
Leah Cameron - IDG Books
Constance Carlisle - IDG Books
Sunita Sinor - IDG Books
April Whitney - IDG Books
Carol Zarrow - CIO
Alana Jones - IDG
Glenn Mosesso - IDG
Paul Carlin - IDG
Keith Kenner - CIO

**TWO YEARS**
Marianne Hedin - IDC
Jose Rodriguez - IDC
Melvern Mackall - IDC
Steven Lee - IDC
Steven Phillips - IDC
Juan Carlos Ambrojo - IDG Spain
Daniel McLaughlin - IDG Books
Andrea Speer - IDG Books
Michael Twohig - IDG World Expo
Camille Riddle - IDG
Steven Inza - IPS

**ONE YEAR**
Warren Childs - IDC/LINK
Stephen Murray - IDC/LINK
Melissa Reyen - Network World
Jason Rakitin - Network World
Gözde Ok - IDG Turkey
Trudy Mar - InfoWorld
Shanley Rhodes - InfoWorld
Barbara Hanna - InfoWorld
Amy Leung - InfoWorld
Neil Wilkie - InfoWorld
Sandy Schackman - PC World
John Hislop - IDG Books
Holly McGuire - IDG Books
Michael Borbely - IDG Books
Nancy Weil - IDG News Service
Cynthia Manning - IDG Research
Alexa Hanes - IDG World Expo
Teresa Haas - CIO
Margaret Mitchell - CIO
Stephen Singer - CIO
Karen Budreau - IDG
Susan Law - IDG
Todd Datz - CIO
Dennis Mooney - Publish
David Pearson - CIO
John Russell - Channel Services Group
Bob Bellemare - Channel Services Group
Louise Cupelli - Channel Services Group
Bob Diftler - Channel Services Group
Christine French - Channel Services Group
Marie Haines - Channel Services Group
Donna Holderbaum - Challen Services Group
Tom Kaneshige - Channel Services Group
Nancy Lauth - Channel Services Group

### IT BUYER STUDY

*continued from page 1*

comprehensive study of today's technology buyers."

IntelliQuest interviewed more than 2,200 individuals representative of the 25.8 million business influencers in the U.S. who are personally involved in the purchase of computer-related products. Names were drawn from IntelliQuest's Computer Industry Media Study (CIMS) v4.0 Business Influencer database.

With a rapidly changing market, technology vendors are faced with confusing choices when it comes to understanding buying influences and the purchase process, noted IDG President **Kelly Conlin**. " IDG and Ziff-Davis believed that the industry could benefit from a broad, independent study that described today's purchase process, so we jointly decided to underwrite a study. If our customers understand the buying process better — and the influence of the readers of computer publications — then we can help the market grow more quickly and more efficiently, which is in the interest of IDG, Ziff and the entire industry," Conlin said.

An executive summary and a full report of the study will be available following the release of the information on Sept 17. Anyone interested should contact IDG Research Services President **Kathy Dinneen** at kathy_dinneen@idg.com.

Anyone interested in more information or attending the event should call The Technology Buyers Hotline at (800) 503-4099.

For additional information contact IDG Director of Corporate Communications **Alys Creighton** at alys_creighton@idg.com

## OFF LINE

**Congratulations to all our enthusiastic caption contributors. Winner Dina Quan will have her choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. The honorable mention winners below will receive *IDG World Update* pens.**

### HONORABLE MENTIONS:

Frankenstein misunderstands the concept of "Monsterboard."
- **Rayna Freedman**
*Computerworld*

"Ma-ma?"
- **Sandy Weill**
*Network World*

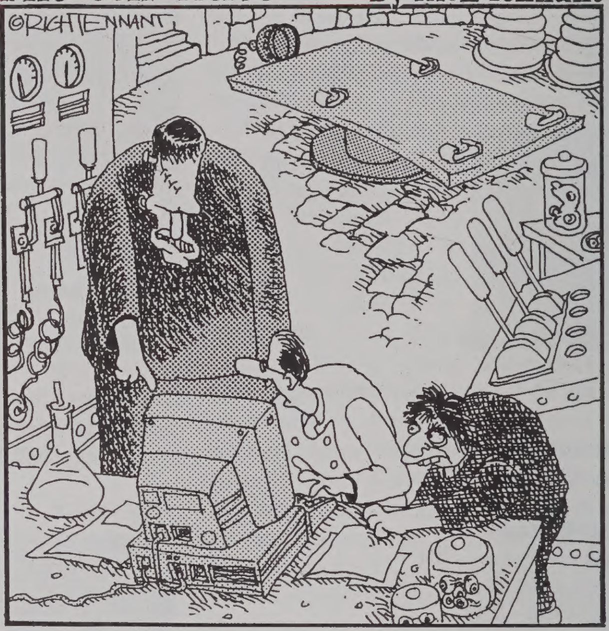
"You kibitz one more time while I'm playing solitaire, and I'll have Igor take that finger back where he found it!"
- **Dwight Ramsey**
*IDG Books Worldwide*

"I know I've created a monster," Smedley retorted, "but what do you expect when I have to write code in BASIC?"
- **Michael Welch**
*IDG Books Worldwide*

"No, I didn't make her as a bride for you. That's Pamela Anderson. Someone else put her together."
- **Lee Schlesinger**
*Network World*

"Surfing the 'net for your family tree ain't exactly easy, Frank. You've got parts from 15 different people!"
- **Bill Ganci**
*IDC (Mountain View, Calif.)*

**The 5th Wave** **By Rich Tennant**



"No! No more RAM for you!"
- **Dina Quan**
IDG Books Worldwide

---

"No, Frankie. I've told you a thousand times, that's not your brother."
- **Scott Morgan**
*InfoWorld*

**Rich Tennant's original caption:**

"Hold your horses. It takes time to build a home page for someone your size."

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries. IDG also produces 168 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The *IDG World Update* staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 38

September 21, 1998

**NEW PHONE SYSTEM WILL REAP BIG SAVINGS FOR SMALL UNIT**
PAGE 2

**MAC PUBLISHING'S COLIN CRAWFORD DISCUSSES HIS UNIT'S ONLINE STRATEGY**
PAGE 3

**WINNERS NAMED, ANSWERS GIVEN FOR THE "TRIVIA FROM DOWN UNDER" QUIZ**
PAGE 7

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

# *PC World* Circulation Tops All U.S. Monthlies

### Publication also lays claim to fastest-growing circulation among U.S. PC monthlies

*PC World* continues to steamroll its competition.

Not only is the monthly leading in terms of ad pages (see story page 5), but an in-house analysis, using the Audit Bureau of Circulations Publisher's Statements for the periods ending June 30, 1998, and Dec. 31, 1997, reveals *PC World* outperformed its competition in circulation growth over the previous six-month period. Circulation grew by an average of more than 24,000 issues, while *PC Magazine* and *PC/Computing* reported lackluster results. (See chart 1, page 5.)

Not only did *PCW*'s circulation increase but analysis of the same Publisher's Statements for the six-month period ended June 30, 1998, shows that, at 1,104,565, *PCW* has the largest U.S. circulation of any personal computer magazine. *PC Magazine* trails with 1,076,961 and *PC/Computing* with 956,559. (See chart 2, page 5.)

• CONTINUED PAGE 5 •

# *Computerworld Danmark* Gives Readers More of What They Crave

### Seventeen-year-old publication doubles frequency, sports first new look in five years

COMPUTERWORLD
Tele Danmark skærer
to mand i direktionen

**IDG DENMARK ART DIRECTOR BERIT ELLEGAARD AND COMPUTERWORLD MANAGING** *Editor* ***Rune Michaelsen*** *look over their new design for Computerworld Danmark. Readers got their first look at the publication's spruced-up look two weeks ago.*

*Computerworld Danmark* readers will soon begin seeing double — double the number of issues of their favorite IT publication, that is. Beginning next week, the company's flagship will move to a bi-weekly publishing schedule, appearing each Tuesday and Friday morning.

"This is the right time for us to make this move," noted *CW* Editor-in-**Chief Finn Morsing**. "The Danes are now among the world's heaviest users of the Internet and e-mail. Close to every third Danish home boasts a PC, and mobile phones are a booming new market. Both private companies and the Danish government are shifting their IT strategies from national to international applications. We are now local users of global

• CONTINUED PAGE 4 •

## IN BRIEF

# New Phone System Will Reap Big Savings for Small Unit

JIM SULLIVAN, STEVE INZA AND MORRIS EFFRON STAND IN *front of their group's new PBX.*

With its contract for telephone service about to expire, staff at IDG International Publishing Services (IPS) in Boston decided to explore their options before renewing the agreement.

"The primary problem with our old system centered around support," said **Steven Inza**, IPS desktop and telecom support specialist. "We were completely dependent on our local phone company to provide service and we were constantly frustrated by lengthy delays for the simplest requests like resetting a voice mail box."

Inza, along with IS Director **Morris Effron** and Business Manager **Jim Sullivan**, set out in search of a better all-around solution for IPS's telephone needs.

The trio identified three options:

- Keep the existing Bell Atlantic Centrex service (no service improvement, no savings).
- Sign on with a third-party reseller of Bell Atlantic (unknown service improvement, approximately 15% savings over current bills).
- Purchase a telephone system that would be managed internally by IPS staff (service no longer an issue, significant long-term savings).

After meeting with several equipment vendors and service providers, the group determined that the most cost-effective solution for IPS was to purchase its own phone system and bring support in-house. Inza was able to cancel all Bell Atlantic Centrex lines and consolidate separate data and voice T1 cirucits into a single integrated T1. Despite the sizable up-front investment in hardware, the group expects to break even within one year and thereafter will realize savings of approximately $2,000 per month, according to Sullivan.

"Any office with a dozen or so people that doesn't currently have its own phone system would be well advised to explore the option," said Effron. "The technology has come down significantly in price over the past few years, and the systems have become much easier to manage." Effron estimates that once the cutover is complete, Inza will spend less than 15% of his time on phone-related maintenance and service.

A word of caution for anyone considering such a move. "It's very important to do your homework, educate yourself about the technology and your group's needs and the vendors. There are a lot of snake oil salesmen out there [in the telecom market] that will promise you the moon and disappear once the contract's signed," Effron said.

The IPS system is now almost completely in place, but the move wasn't without glitches. "There were a few bumps cutting over to our own system, and I apologize for any inconvenience anyone may have experienced trying to reach us during the first week after the cutover," Inza said.

"Everything should be up and running smoothly within a few days."

For more information on how this technology might help your business unit contact Steve Inza at: steve_inza@idg.com or tel: 617-303-7838.

The main telephone and fax numbers at International Publishing Services have not changed.

Tel: 617-423-9030 Fax: 617-423-0712

However, employees have new direct dial numbers that begin with the exchange 303. To access a list of individual extensions, you may call the office's main number.

## NEWS YOU CAN USE

**Here's one of the many tips available from the "Lotus Notes Tip of the Day" newsletter, one of 78 free e-newsletters available from PC World's TipWorld product line. To subscribe, visit http://www.tipworld.com.**

**DON'T COPY ME! If you have a mail message that you don't want the recipients to copy, you can set Notes to prevent this. When you create the message, click Delivery Options, then select Prevent Copying from the Delivery Options dialog box. Click OK, then continue sending the message. After the message is received, it cannot be copied to the clipboard, printed, forwarded, or made a Reply with History. However, keep in mind that this is a preventative measure only; there are other ways that a recipient can copy the message.**

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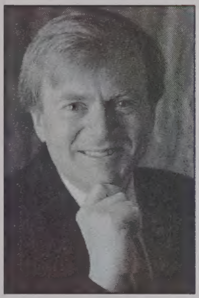
# ON LINE



**COLIN CRAWFORD**

*Mac Publishing's President and CEO is this week's columnist. Part 1 of his column appeared Sept. 14.*

**Q How is Mac Publishing doing from a financial perspective?**

**A** Despite severe market challenges, including Apple's cancellation of licensing and their purge of authorized and unauthorized resellers, which resulted in the loss of many millions of advertising dollars, Mac Publishing has been able to deliver consolidated revenues of approximately $40 million and a pretax profit margin of nearly 30%. Even as a 50% owned joint venture we continue to be a significant profit generator for IDG.

**What is your online strategy?**

Mac Publishing Online covers four sites: MacWEEK.com, Macworld.com, iMacworld.com and eMediaweekly.com. Our online sites are hosted by Ziff-Davis, but we link to both IDG.net and ZDnet.

Our strategy for Mac Publishing Online is to be the online hub for the Macintosh community. Currently we are one of the largest Macintosh sites, delivering 600,000 unique users per month, 7 million pages views and 2 million monthly e-mail tips and newsletters. Mac Publishing will break even this year, and our goal for 1999 is to reach 1 million unique users per month and to drive up advertising and circulation revenues to deliver a 10% profit margin next year.

A major focus is to build databases to profile our users and more efficiently deliver our content.

**A number of IDG businesses stopped publishing their *Macworld* titles this year. Is there still a Macworld Global Product Support Center, and what kinds of services does it provide?**

Currently *Macworld* magazine is produced in 12 countries, with a number of other territories incorporating *Macworld* U.S. editorial content into other local products.

The Macworld Global Product Support is committed to providing editorial support and assistance to our international colleagues. Content is distributed by CD and via FTP servers. We hold product line meetings at the two Macworld Expos in the U.S. and have been working with those territories where a print publications has not proven to be economically viable to look at alternatives such as a Mac Webzine and online opportunities.

*Macworld* continues to be one of IDG's major product lines, so maintaining a strong worldwide identity through print, online and exposition products is key.

**In a recent issue of *World Update* I read about your launch of *eMediaweekly*. Can you give some more details?**

*eMediaweekly* is the only newsweekly expressly designed to meet the unique information needs of digital media managers who need to keep abreast of changing technology not only on traditional publishing platforms but also on the Web and interactive media platforms.

Its circulation comprises the core audience of the former *MacWEEK* augmented by qualified individuals specifically responsible for managing the multipurposing of content across a number of publishing media.

Our goal is to deliver the most powerful audience of content creators — including managers charged with buying the best computer technology to manage digital media assets. Currently *eMediaweekly*'s circulation is 85,000.

Research conducted prior to launch identified the critical business issues to be the multipurposing of content and the management of digital assets, and the publication was designed to meet these needs.

Editorially the publication covers Web publishing, imaging, print publishing, multimedia, systems and media asset management. The newsweekly format delivers news, product reviews and technology updates and success stories.

*Part 1 of this column can be found in the Sept. 14 World Update Online <http://www.idgworldupdate.com>.*

## MAC PUBLISHING, L.L.C. AT-A-GLANCE

- **Year *Macworld* established:** 1984

- **Year partnership with Ziff established:** 1997

- **Number of employees:** 100

- **Publications:** *Macworld* (monthly), *eMediaweekly* (weekly). Online: Macworld.com, iMacworld.com, MacWEEK.com and eMediaweekly.com.

- **Top three goals for the coming year:**
1) Ensure *eMediaweekly* is a successful launch.
2) Ensure *Macworld* appropriately covers the Apple consumer market.
3) Grow Mac Publishing Online.

- **Competitive position**: Although *Macworld,* with a circulation of over 500,000, is by far the dominant monthly title there are a number of smaller titles including *MacAddict*, *MacHome Journal* and *MacToday.*

Publications whose editorial charter includes specific vertical coverage of *eMediaweekly*'s regular departments of print and imaging, multimedia and the Web could be considered *eMediaweekly*'s competitors. We consider *New Media* to be our most direct competitor.

## COMPUTERWORLD DANMARK

*continued from page 1*

products. There is a very large — and growing — demand for the solid, accurate, high-level IT-coverage *Computerworld Danmark* provides," Morsing said.

COMPUTERWORLD

Ministerier giver uklare år 2000-meldinger

Vi er ikke arrogante

Arbejdskraft på træk

COMPUTERWORLD

År 2000-bombe truer Trøjborgs politiske liv

Landbrugets edb-central til salg

**WHAT'S OLD... ...IS NEW AGAIN!**

*Among the many changes to Computerworld Danmark's design (above right) is a new banner that is a duplicate of that carried by U.S. Computerworld.*

The two editions will each have a slightly different focus. Tuesday's minimum 32-page issue will focus on the latest news and Denmark's booming IT job market. The Friday version will run 64 pages and maintain the publication's traditional emphasis on IT industry and technology news, analysis, trends and IT careers with a strategy and management angle. Both issues carry recruitment ads.

"We are making a concerted effort to boost *CW Danmark*'s market position," Morsing said. "*Computerworld* is the oldest, the largest and the most respected IT paper in Denmark — and that's dangerous. We cannot afford to fall asleep. Competitors — and that increasingly includes the daily newspapers — are beefing up their IT coverage." In response, *Computerworld Danmark* has launched a number of initiatives including new monthly supplements — *Strategy & Management* (a *CIO*-like publication), and *Communication* for telecom fans — expanded its coverage of both the IT industry and the government IT sector and launched a highly trafficked Web site <www.computerworld.dk>. "Only one thing has been missing, and that's a higher frequency," Morsing said.

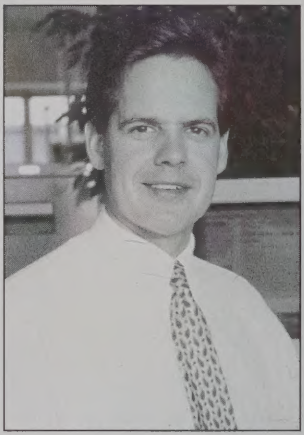
"Our readers and advertisers are very satisfied with our bi-weekly plan. What we are doing is unusual in the publishing industry. The dailies are competing to death over fewer and fewer readers, while we are grabbing a still-larger share of the IT niche — if you can call it a niche," Morsing said.

While the boost in frequency has virtually doubled *CW Danmark*'s printing and distribution costs, expenses associated with editorial and sales — two of the biggest ticket items — have risen less than 10%. These costs are related to the addition of five new staff members — three journalists, on editorial assistant and a sales rep — to support the new initiatives.

And though advertising twice a week in *Computerworld* is beyond the means of a few clients, total advertising is up more than 15% as a result of the second issue, according to Morsing. "The response from advertisers has been very positive. The now see *CW* competing much more closely with the dailies, and it is *Computerworld* that offers a more in-depth IT perspective," Morsing added. In addition, the increased frequency has allowed the company to go after a larger share of the lucrative recruitment advertising market, he noted.

### New look

Earlier this month, *Computerworld Danmark* surprised its close to 200,000 readers (out of a total Danish population of only 5 million) with a completely redesigned format. "As you can see, the logo is 'borrowed' from our U.S. sister publication," Morsing noted. The redesign, the first in five years, is the work of IDG Denmark Art Director **Berit Ellegaard** and *Computerworld* Managing Editor **Rune Michaelsen**. The new design, which Ellegaard and Michaelsen pulled off in just two months, is intended to help the reader more easily navigate the expanded publication with more points of entry and a modern layout that affords a clear distinction between editorial and advertisements.



> *"Computerworld is the oldest, the largest and the most respected IT paper in Denmark — and that's dangerous. We cannot afford to fall asleep."*
>
> **- Finn Morsing**

*Computerworld Danmark's* new initiatives do come with a price, noted Morsing. "The redesign, the new bi-weekly schedule, supplements and the addition of five new employees to support these efforts have put a lot of pressure on our business plan for 1999. But I'm convinced that we can do it. Both the sales and the editorial team are the best we've ever had. When it comes to the bottom line, we can only be successful with the right people with the right attitude," he said. "And that's what we have."

*For more information contact Finn Morsing at f.morsing@idg.dk.*

### IDG DENMARK AT-A-GLANCE

**Established: 1981**
**Number of employees: 125**
**Publications:**

- ***Computerworld*, launched 1981**
- ***PC World*, launched 1986**
- ***TechWorld*, launched 1988**
- ***WebWorld*, launched 1998**

# *Job Opportunities*
## *Monday, September 21, 1998*

**Event Planner (NW)**
The rapidly growing Professional Development Group of Network World is looking for an experienced Event Planner. This person will be planning and executing the logistics for the Network World Technical Seminars. The ideal candidate should be detail oriented, and be able to handle multiple projects and work independently. Duties include site/event research and planning, material kit fulfillment, hotel logistics, and inbound customer service. Prior experience with event/meeting planning required and solid PC skills (Pro, Word, Excel). Some travel will be required. *Location: Framingham, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

**Account Executive (CHSG)**
This position will be responsible for all sales of Solutions Integrator's new SolutionWare in 10 Western States and will report to the Western Advertising Director. The candidate will be expected to prospect and close advertising sales with the objective of meeting or exceeding the monthly and annual sales goals. Position will be based in San Mateo or Orange County.
*Location: San Mateo, CA or Irvine,* CA
Contact: M. Taussig, Fax: 650-294-7801, Phone: 650-2947819,Email:mark_taussig@idgchsg.com

**Web Writer (CIO)**
In this position, you will report and write special reports, feature articles, and other shorter pieces for CIO Communication's award winning website (cio.com) and occasionally CIO's print publications. You will generate story ideas in an entrepreneurial idea-development process. Responsibilities will include nurturing relationships with readers, sources, and vendors. This position offers the opportunity to learn and write about new things on regular basis, a variety of styles and mediums to work in, and a team-oriented, supportive and invigorating environment. Three to five years experience required; business management and/or technology journalism experience preferred. Experience with web and other media (audio/video, etc.) technologies a plus.
*Location: Framingham, MA*
Contact: A.Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Marketing Manager (ICE)**
ICE has an opening for an experienced marketing professional to execute marketing plans in support of ICE conferences and expos. The ideal candidate will have experience in creating copy, direct mail, on-line/interactive media, expertise in brand marketing, working with suppliers, email houses and print production. Entrepreneurial spirit, bottom line focus and leading edge marketing skills are essential. 5 years of experience preferred. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Assistant Librarian (IDC)**
IDC is looking for an Assistant Librarian for its Framingham office. Duties include downloading newswires from the Internet, filing, xeroxing, interlibrary loans, some reference work and special projects as needed. Knowledge of the Internet and computer applications is needed. The successful candidate will also have excellent interpersonal communications skills, and the ability to work independently. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idc.com

**Consulting Director - Systems Consulting (IDC)**
IDC is currently looking for a Consulting Director to work in serve as the project manager and business development leader for custom consulting projects covering systems, software, storage, and channels arenas. The projects includes market and competitive analysis, market sizing and forecasting, product and technology assessments, user requirements, channel audits, business and market plan development, entry and growth strategies. In particular, this consulting director will work closely with Consulting Sales staff to grow the consulting business in IDC's West Coast-based Strategic and Growth accounts. Skills and experience required include: strong project management skills, excellent written communication skills, 8 to 12 years of computer industry analyst and or market consulting experience, MBA preferred, entrepreneurial approach, and a high sense of responsibility. *Location: Mt. View, CA*
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

**Consulting Director - Software Consulting (IDC)**
IDC is currently looking for a Consulting Director to work with sales, software industry analysts, international offices and contractors to develop and manage market research and consulting projects. Clients will include leading and emerging software and systems vendors in USA,Europe and Asia. After initial start-up period, the Consulting Director will be expected to develop and manage long-term consulting relationships with assigned clients, including repeat engagements and contribute to strategy and operations of overall IDC Consulting business, including development of new practice areas. Key skills and qualifications include relationship building and client handling, client service commitment, analytic thinking, creativity, team building and project management, and written and oral communications. Confidence presenting to groups is a must. Familiarity with qualitative and quantitative research methodologies and/or market modeling a plus. Knowledge of the software industry and key software product markets (tools, applications, infrastructure) highly desirable. Five years experience in market research or consulting required. Experience with consulting firm or vendor's marketing, research, strategic planning or market/competitive intelligence departments is highly-desirable. BS required, MBA or equivalent beneficial. Ongoing training in business concepts, professional skills and analytic techniques will be encouraged. This position also requires some travel. *Location: Framingham, MA*
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

**Senior Research Analyst, IRS/CIA (2) (IDC)**
IDC's Investment Research Services/Custom Information Access program provides customer defined research support to a variety of organizations, such as: brokerage firms, commercial banks, investment banks, money-managers, advertising/PR firms, technology related vendors, and accounting/consulting firms. The program is designed to provide access to IDC's full complement of research services through a carefully managed client-support mechanism. The analyst account managers support a defined client franchise through both inquiry-on-call and proactive research support. The analyst is responsible for managing all client requests and contributing to larger research projects and initiatives, as well as working closely with sales colleagues throughout the new and renewal sales process. Some responsibilities include: client management, inquiry support, and custom project management (client driiven & program specific). In addition, the analyst is expected to maintain knowledge of IDC products and all segments of the IT industry. *Location: Framingham, MA*
Contact: A. Schneider, Fax: 508-935-4610, Phone: 508-935-4099, Email: idc_jobs@idc.com

**Accounts Payable Supervisor (IDG)**
IDG's Corporate Accounting Department is looking for a hands-on supervisor for their busy accounting department. Responsibilities include coordinating the workflow of the A/P group, maintaining the master vendor files, overseeing EFT payments to employees as well as processing transactions into the fixed asset system. Prior supervisory experience, strong organizational skills and prior experience working with A/P systems required. Bachelors degree or equivalent experience. *Location: Framingham, MA*
Contact: K McPhillips, Fax: (508)935-4600 , Phone:508-935-4531, Email:kristen_mcphillips@idg.com

**Technical Support Specialist (IDG Global Comm)**
IDG Global Communications is looking for a Technical Support Specialist to provide software and hardware support for our End-User Support service customers. The Technical Support Specialist will be responsible for all software and hardware systems and system configurations which includes upgrading, troubleshooting and fixing software and hardware problems on both PC and Mac systems and their peripherals for both desktop and laptop systems. This position will also be responsible for supporting all printers, and may include first-line troubleshooting for all WAN/LAN problems. Two to three years hands-on PC end-user support, an in-depth knowledge of MS DOS, System 8, Windows 95 and NT, as well as an excellent working knowledge of MS Office and Lotus Notes required. The ideal candidate must posses excellent interpersonal and problem-solving skills, be incredibly resourceful, have the ability to multitask, and above all, have a desire to work in a fast-paced challenging environment. *Location: San Mateo, CA*
Contact: D Garza, Fax: 650-524-5730, Phone: 650-524-5701 , Email: diana_garza@idg.com

**Senior Web Systems Programmer (IDG.net)**
IDG.net is currently looking for a Sr. Programmer with 5+ years of network programming experience. Ideal candidate must be fluent in C, C++, Visual Basic, Perl, SQI, and CGI in all these languages. Familiarity with MSQL, ASP pages, and Oracle database construction a must. Responsibilities include Linux, NT, Sun administration, and network programming for the Web site. DHTML/Javascript skills are a plus. The selected candidate will find themselves in a fast-paced, project and deadline-oriented environment where many projects are of short duration. They will exhibit strong planning, multi-tasking, and problem-solving abilities, must be able to work both independently and with other members of the technical staff. *Location: San Francisco, CA*
Contact: W. Kessler, Fax: 415-267-4558, Phone: 415-267-4536, Email: will_kessler@idg.com

**Associate Editor/Forums (IFW)**
The Associate Editor/Forums functions as editor and project leader for InfoWorld Electric's popular online Forums Section. Candidates should be self-motivators with strong organizational and project management skills, editing experience, a reverence for deadlines, and a sincere interest in issues that resonate with InfoWorld Electric's readers. At least two years of experience as a newspaper or magazine editor is required. *Location: San Mateo, CA*
Contact: S. Barnes, Fax: 650-312-0668, Phone: 650-525-3464, Email: resumes@infoworld.com

**Internet Section Editor (IFW)**
The Internet Section Editor manages day-to-day operations of the Internet section within the News Department and reports to the News Editor. The position requires 5+ years publishing experience, with a journalism and computer industry background. The successful candidate will have a demonstrated commitment to breaking news stories as well as high-quality reporting and editing. Technical understanding of all aspects of Internet technology is essential. Management experience is a plus. *Location: San Mateo, CA*
Contact: S. Barnes, Fax: 650-312-0668, Phone: 650-525-3464, Email: resumes@infoworld.com

**Applications Development Analyst (IFW)**
The Test Center is seeking an Applications Development Analyst to work with others producing InfoWorld's award winning comparisons. You will compare a wide variety of application development tools & the development of IP network applications is a plus. Knowledge of SQL and the Win32 API is a big plus. Must be able to write well, meet deadlines and enjoy working on an interdisciplinary team. *Location: San Mateo, CA*
Contact: S. Barnes, Fax: 650-312-0668, Phone: 650-525-3464, Email: resumes@infoworld.com

**Support Manager (IFW)**
The Test Center is seeking a Support Manager who will be responsible for the operation and management of the Test Center infrastructure including cabling, networking equipment, clients, servers, and all related peripherals. This position is responsible for both capital and monthly equipment budgets and must be able to locate and negotiate purchases. The Support Manager works closely with analysts to design the desired test bed for each comparison or review. The Support Manager helps to further develop and showcase our Test Center. The position requires comprehensive knowledge of networking, database, and multiple network operating systems. In addition, excellent communication and teamwork skills are essential. *Location: San Mateo, CA*
Contact: S. Barnes, Fax: 650-312-0668, Phone: 650-525-3464, Email: resumes@infoworld.com

**Associate Features Editor (Mac Pub)**
Applicant should have strong experience in editing as well as writing, a working knowledge of the computer industry and an interest in technology. The Associate Features Editor will manage and edit one (typically lab-based) feature per month for Macworld, as well as contribute to other sections of the magazine. The Associate Features Editor will be an active part of the features team, participating in department meetings, helping formulate story titles, sketching out the elements of features packages, and assisting in story planning.
*Location: San Francisco, CA*
Contact: A. Yim, Fax: 415-267-1742, Phone: 415-978-3347, Email: ada_yim@idg.com

**News Editor (Mac Pub)**
Macworld magazine seeks an editor to handle day-to-day operations of the news section under the direction of the News and Reviews coordinator. Responsibilities include writing and editing news and analysis stories, primarily about new Macintosh products. Additional responsibilities include covering press conferences and trade shows, assigning articles, contributing material to Macworld Online, and representing Macworld in meetings with vendors. A minimum of two years' experience in an editorial position with a computer magazine is required. Familiarity with the Macintosh industry and platform is a plus.
*Location: San Francisco, CA*
Contact: A. Yim, Fax: 415-267-1742, Phone: 415-978-3347, Email: ada_yim@idg.com

**Content Engineer (Mac Pub)**
Mac Publishing is looking for a Content Engineer to help manage the delivery of content to its sites (Macworld, MacWEEK, iMacworld and eMediaweekly). The Content Engineer will be directly responsible for each of three integrated databases (content, registration and product reviews) and their front-end interaction via web pages and back-end interaction with our servers. In this capacity the Content Engineer will work closely with the Systems Engineer and help manage the work flow of our Asst. Content Engineers and HTML producers. Candidates should have experience in HTML production for a content heavy site, coupled with a strong knowledge of databases and how they interact with an online site. Project management experience is strongly desired, as well as knowledge of Vignette's StoryServer, FileMaker Pro, SQL databases and common server software. *Location: San Francisco, CA*
Contact: J. Julian, Fax: 415-543-2537, Phone: 415-243-3502, Email:jeff_julian@macworld.com

$ $

# IDG EMPLOYEE REFERRAL BONUS

# SUMMER SIZZLER!

HOT DAYS . . .

COLD CASH!

## YOU GET

$1,000 for each referral that results in a regular full-time or part-time hire within participating divisions. $500 for casual part-time referrals working a minimum of 20 hours. With 2 successful referrals, you'll be entered into the year-end drawing for the following: **Grand Prize – $2,000** **Runner-Up – $1,500**

## RULES

- You may be an employee of any IDG Division to participate; however, you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date for that specific position will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision
- All resumes and forms must be received by Human Resources between July 1, 1998 and September 30, 1998

Date:________________________

Applicant's Name:________________________

Position Referred to:________________________

Company Name:________________________

Referred by: (Employee Name)________________________

Company Name:________________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager

**FOR HUMAN RESOURCES USE ONLY**

Employee Receiving Bonus:________________________

Company Name:________________________

Referred Employee:________________________

Company Name:________________________

Date of Hire:________________________

Ninety Day Date:________________________

Charged to BU/Department# ________________________

H.R. Signature:________________________

Bonus check to be given to:________________________

Bonus Amount: **$500** **$1,000**

Volume 3, Number 8 September 21, 1998

# IDG U.S. UPDATE

PUBLISHED MONTHLY FOR IDG EMPLOYEES IN THE U.S.

**TRAVEL UPDATE**

## IDG's Online Travel Booking Product Adds Features

Exciting news! The next time you log-in to American Express Interactive (AXI), IDG's online travel booking product, you'll find great new features that will make your business travel planning easier and faster than ever before.

These features include:

**Maps**: Get the lay of the land for any U.S. or Canadian city you plan to visit. Zoom in or zoom out for the level of detail you need on street maps covering only a few blocks to a view of the entire metropolitan area.

**Driving directions**: Get door-to-door driving directions between any two points in the U.S., including directions from any airport to your destination.

**Fodor's Restaurant Finder**: Find the perfect place for your lunch or dinner meeting in more than 99 cities worldwide. You can search based on price, location, and cuisine.

**More from American Express**: Get information you need on American Express Card and Travel services. Check your account balance on your AmEx card, access Membership Rewards status, or learn about new features.

You can use any of these features starting now. On AXI, look for them in the Travel Extras pull-down menu in the lower-left corner of the AXI Gateway page. Remember to bookmark the AXI Gateway for fast access to these features.

If you have any questions about AXI or its new features, or if you would like to request an ID and password for a colleague or someone for whom you arrange travel, please contact **Paul Carlin** by phone at 508-820-8645, by fax at 508-820-8620 or by e-mail at paul_carlin@idg.com.

## Did You Know?

**United** is offering double miles for any paid travel on United's Boston-San Jose, Calif., nonstop between Sept. 9 and Dec. 15, 1998.

**United** recently began nonstop service between San Jose and Washington, D.C.'s Dulles Airport and now offers eight daily Shuttle By United round-trips between San Jose and Los Angeles.

**Delta** will replace its first- and business- class service on trans-Atlantic, trans-Pacific, and Latin American flights with a single premium section. It will stop selling first-class seats in December for these routes.

**Delta** announced it will no longer pursue a domestic code-sharing alliance with United after its pilots withheld their approval of the deal. The partnership between the airlines will be limited to frequent flyer program reciprocity and other joint marketing arrangements.

**Cathay Pacific Airways** will ban smoking on its Japan routes beginning Oct. 25, making it a completely smoke-free airline.

**Cathay Pacific** begins daily nonstop service between San Francisco and the new Hong Kong International Airport at Chek Lap Kok on Dec. 1.

This will be the third U.S. destination for the Hong Kong-based airline, which began service to Los Angeles in 1990 and New York in 1996. Cathay Pacific plans on serving 48 destinations on five continents by year's end.

**The Italy Rail Card** and Italy FlexiRail Card have been added to RailEurope's comprehensive railpass product line, offering unlimited train travel through Italy.

The railpass program already includes German Rail and BritRail products, plus AVE high-speed and Talgo overnight Spanish trains.

### UNITED REMINDER...

**United is IDG's preferred airline carrier, offering a 15% up-front domestic discount. American and Delta remain secondary carriers and offer 12% and 10% discounts, respectively.**

*IDG Corporate Travel Manager* ***Lyndsey Pomella*** *contributes this column. She may be reached at: lyndsey_pomella@idg.com.*

## Take Time for Training

The IDG West Training and East Coast Collaborative Training Program Catalogues will be distributed to employees soon. Speed Reading, Sound Decisionmaking and Online Initiatives are among the offerings.

• FOR SALE • FOR RENT • BIRTHS • MARRIAGES • PEN PALS • HOUSE EXCHANGES • FOR SALE • FOR RENT •

HOUSE EXCHANGES

# IDG WORLD UPDATE's MARKETPLACE

BIRTHS •

• PEN PALS • MARRIAGES • BIRTHS • FOR RENT • FOR SALE • HOUSE EXCHANGES • PEN PALS • MARRIAGES

## FOR SALE

• **Historic home**. Rare, historic house on 500 surveyed acres in southwestern New Hampshire. Professionally restored house with likely the best-preserved original (ca. 1800) wall stenciling in the country. House includes master bedroom, smaller bedroom (both with fireplaces), and full bath upstairs; downstairs features large kitchen and lower-level dining room with loft space above, three large parlors with fireplaces, office/bedroom, second full bath, and cellar. Complete privacy on town-maintained dead-end lane, spectacular 100-mile panoramic views, 40 acres of open fields, waterfalls in wooded glens, granite overlooks. Every kind of local flora and fauna. No other house in sight. Secluded, quiet, yet only 12 miles from Keene, N.H. Unspoiled, uncompromised house, property and views. A rare place in today's world. $585,000.

- Call owner Steve Marlens. (Submitted by Darlene Bordwell, IDC.) Steve Marlens, 603-835-2923 or smarlens@monad.net

• **Three-bedroom ranch.** Neat three-bedroom ranch home with deck, finished basement. Located on lovely country road in scenic central Massachusetts. Beautiful, spacious lot. For sale by owner.

- Rick Saia, *CW*, 508-820-8118 or rick_saia@cw. com

• **Sailboat**. 1985 Hobie 18. Maren blocks, comp tip, hot stick, sail bags, quick adjust and can't miss on all four trap lines, two harnesses, trailer included, lots of extras, needs very little. $1,500.

- Amie White, IDC, 508-935-4653 or awhite@idc.com

• **28-ft Chris-Craft Catalina.** 1982 28-ft. Express Cruiser, excellent condition, has a current survey. Single 305-horsepower inboard gas engine. Wonderful weekender, sleeps four to six, has full head with shower, full galley, shore power hook-up, swimming platform. Electronics include one-yr-old GPS, fishfinder/depth sounder and brand-new VHF/AM/FM radio. $14,000.

- Abbie Lundberg, *CIO*, 508-935-4731 or lundberg@cio.com

• **Couch with matching chair.** Seven-foot couch with matching wing chair. Floral print. Excellent condition.

- Michele Nealand, IPS, 617-303-7842 or michele_nealand@idg.com

• **Apple Mac Performa 550**. Perfect for children and teenagers. Like-new Apple Macintosh Performa 550, System 7.1, CD-ROM. Tons of applications and games. Will throw in Brother inkjet printer. $400 or best offer.

- Tom Wailgum, *CIO*, 508-935-4654 or twailgum@cio.com

## MARRIAGES

• **Robin Silverman** (IDG Human Resources) and **John Robison** (IDG Credit) were married Sept. 4 in Waltham, Mass. Robin will now be known as Robin Robison.

Marketplace ads get results! Tom Wailgum of CIO, who sold a futon through this classified page this summer, is Marketplace's most recent satisfied customer.

## HAVE SOMETHING YOU WANT TO SELL, RENT, BUY OR ANNOUNCE?

***Send your ads in by October 14 for them to appear in the October 19 issue.***

Send your Marketplace ads to *IDG World Update* by e-mail at world_update@ idg.com or fax: 617-423-0712. Please include your name, business unit, telephone number and e-mail address.

*IDG World Update Online*'s Marketplace section (http://idgcentral.com) is updated whenever an ad is received.

# *PC World* Continues to Dominate Competitors

Two independent industry reports have confirmed *PC World*'s consistent growth. Through the first half of 1998 the magazine outpaced its competition in terms of ad page growth. *PC World* logged double-digit ad page gains, while all of its direct competition posted losses.

According to AdScope numbers reported in *Media Industry Newsletter*, *PC World*'s ad pages were up 14%, while *PC Magazine*'s were down nearly 13%.

**COMPUTER MAGAZINES' AD PAGES**
**JANUARY THROUGH JUNE 1998**

| | 1998 | 1997 | % Change |
|---|---|---|---|
| **PC World** | 1,366 | 1,197 | 14.10 |
| **PC Computing** | 1,236 | 1,346 | (8.12) |
| **Windows** | 1,207 | 1,374 | (12.17) |
| **PC Magazine** | 2,778 | 3,189 | (12.93) |
| **PC Week** | 2,822 | 3,514 | (19.68) |
| **Computer Shopper** | 3,564 | 4,503 | (20.84) |

SOURCE: ADSCOPE, INC. *MEDIA INDUSTRY NEWSLETTER* , JULY 27, 1998.

"*PC World* continues to make gains in market share because we have invested in an award-winning editorial product that attracts the very best audience for high-tech marketers: PC-proficient managers with the knowledge and buying power to purchase computer products for themselves and their companies," said *PC World* Publisher **Jeff Edman**. "More IT marketers are realizing that *PC World* is the best environment to grow their brand and increase their sales."

In its August 17 issue, *Computer Publishing & Advertising Report* shows *PC World* up more than 10% in ad pages, while all other personal computing titles, including rival *PC Magazine*, saw performance slip.

**COMPUTER PUBLISHING**
**& ADVERTISING REPORT 'S**
**COMPUTER PERIODICAL AD PAGE INDEX***
**JANUARY THROUGH JULY, 1998**

| | 1998 | 1997 | %Change |
|---|---|---|---|
| **PC World** | 1,602.3 | 1,452.5 | 10.3% |
| **Windows** | 1,500.1 | 1,566.8 | (4.3%) |
| **PC Magazine (BW)** | 3,053.3 | 3,280.2 | (6.9%) |
| **PC Computing** | 1,381.7 | 1,545.3 | (10.6%) |
| **PC Week (W, T)** | 3,067.0 | 3,729.4 | (17.8%) |
| **Computer Shopper** | 4,049.2 | 4,924.8 | (17.8%) |

**BW = Biweekly W = Weekly T = Tabloid**

SOURCE: CPAR, AUGUST 17, 1998.*FIGURES COMPILED BY CPAR FROM PAGE COUNTS SUPPLIED BY PUBLISHERS.

**PC WORLD CIRCULATION**
*continued from page 1*

"These latest circulation figures are good news for our advertisers," noted *PCW* Publisher **Jeff Edman.** "By attracting the largest domestic circulation with its award-winning editorial, *PC World* enables its marketing partners to most effectively reach this core audience of PC-product buyers. According to IDC, the U.S. is the top information technology market, spending more than $300 billion on IT. It's a tremendous competitive advantage for our marketing partners to have access to these buyers through *PC World*'s larger domestic circulation."

Not only does *PC World* have the largest domestic circulation of any computer publication, it also publishes 67 international editions in 33 languages. "As high-tech companies move beyond borders with their marketing messages, they need to target their creative for the appropriate local audience," said **Richard Marino**, president and CEO of PC World Communications, Inc. "The same holds true for editorial. Each international edition is locally edited and carefully honed to meet the informational needs of the buyers in its respective market. This, in turn, results in a better editorial environment for advertisers. And, looking at the domestic and international editions together, *PC World* easily represents the largest computer magazine brand around the globe."

**CHART 1**

| | Total Worldwide Average Paid Circulation Six Months Ended 6/30/98 | Total Worldwide Average Paid Circulation Six Months Ended 12/31/97 | Net Change Avg. Paid Circulation* |
|---|---|---|---|
| **PC World** | 1,148,816 | 1,124,589 | 24,227 |
| **PC Magazine** | 1,176,691 | 1,176,351 | 340 |
| **PC/Computing** | 1,009,172 | 1,008,615 | 557 |

*COMPILED BY *PC WORLD* USING ABC PUBLISHER'S STATEMENTS FOR THE PERIODS ENDING DECEMBER 31, 1997 AND JUNE 30, 1998.

**CHART 2**

**DOMESTIC CIRCULATION**
**JUNE 1998 ABC PUBLISHER'S STATEMENTS**

| | Total Paid U.S. Circulation* | PC World Advantage |
|---|---|---|
| **PC World** | 1,104,565 | n/a |
| **PC Magazine** | 1,076,961 | 27,604 |
| **PC/Computing** | 956,559 | 148,006 |
| **Windows** | 786,439 | 318,126 |

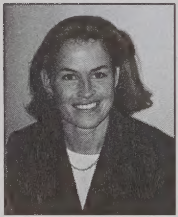
*CIRCULATION NUMBERS TAKEN FROM PARAGRAPH 10, *GEOGRAPHIC ANALYSIS OF TOTAL PAID CIRCULATION*, AND REPRESENT THE FOLLOWING ANALYZED ISSUES: *PC WORLD*, MARCH 1998; *PC MAGAZINE*, MARCH 24, 1998; *PC/COMPUTING*, MARCH 1998; AND *WINDOWS*, JANUARY 1998. TOTAL CIRCULATION CALCULATED BY *PC WORLD* AND REPRESENTS COMBINED U.S. & POSSESSIONS SUBSCRIPTION AND SINGLE COPY SALES FIGURES.

## NOTEWORTHY

### PROMOTIONS

**Kathleen Thomas**, national accounts manager for *Federal Computer Week*'s *civic.com*, has been promoted to national sales director for the publication. "Since joining the staff, Kathleen has taken a leadership role in promoting and selling *civic.com* and has done an outstanding job," said **Tony Calamaro**, FCW's associate publisher/sales. "This promotion is well-deserved."

### NEW EMPLOYEES



CREIGHTON

IDG's new Boston-based director of corporate communications, **Alys Creighton**, will be responsible for developing, managing and implementing communications efforts for IDG worldwide. Alys most recently served as vice president at Miller/Shandwick Technologies, where she developed global corporate and brand strategies and advised clients such as Compaq Computer Corp. and The Wall Street Journal Interactive Edition. Prior to that, as manager of corporate communications for JWP Inc., Alys directed strategic corporate repositioning and crisis communicaitons. A graduate of Hamilton College in Clinton, N.Y., with a B.A. in English literature and studio art, Alys' interests include fly fishing, ceramics and serving on the Overseers Committee for the Boys and Girls Clubs of Boston.

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**Naja Burkal** joins IDC Scandinavia as a market analyst in the Peripherals division. She holds a business administration degree in international marketing from Southern Denmark Business School and enjoys swimming and playing badminton and the flute.

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IDG Books' Indianapolis office has hired **Jamila Pree** as an editorial assistant in its Dummies Tech Press division. She holds a degree in English from Iowa State University in Ames, Iowa, and pursues an interest in horticulture in her spare time.

**Cynthia Bournellis** joins *Computerworld*'s West Coast office as a senior editor, networking and systems. She holds a B.A. in journalism from San Jose (Calif.) State University.

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**Demetra Georgakopoulos** has been hired by IDC as a financial analyst. Previously with State Street Bank as a mutual fund accountant, she holds a B.S. in finance and a B.A. in political science from Boston University, from which she received a full academic scholarship. Outside the office she enjoys following the stock market and taking spinning classes.

IDG WORLD UPDATE

HURLEY

**Tonnie Hurley** joins IDC as a senior systems administrator. She comes from Digital Equipment Corp., where she was a senior groupware engineer charged with managing DEC's Lotus Notes network. A Certified Notes Professional, she also holds a B.S. from Northern Arizona University. In her free time she enjoys crochet and cross-stitching and is a deacon at the First Baptist Church of Bedford, Mass.

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IDG WORLD UPDATE

HEFFERNAN

*Network World* welcomes four new employees. **Hillary Heffernan** is *NW*'s new director of marketing. She spent the last six years at Elron Software/On Technology, most recently as its director of international marketing handling international business plans, strategic partnerships and channel distribution. Hillary earned a B.S. in business administration from Babson College in Babson Park, Mass. Her free time is taken up by golf, home improvement projects and finalizing plans for her November wedding.

Public Relations Manager **Jim Grisanzio** comes to *Network World* after previous stints as a construction company owner, assistant editor for *Animals* magazine and, most recently, senior writer/publicist for Tufts University School of Veterinary Medicine. A Microsoft-certified software engineer, he has a B.A. in history from the University of Lowell and a master's degree in technical and professional writing from Northeastern University. Jim is a devout waterskiing enthusiast and dedicated swimmer.

IDG WORLD UPDATE

GRISANZIO

*Network World* has hired **Jeff Caruso** as a senior editor, a position he also recently held at CMP's *Internet Week*, where he covered the LAN hardware industry. He is based in San Mateo, Calif. Jeff holds a B.A. in journalism from the University of Georgia and likes hiking and photography.

**Rebecca Showers** comes to *NW*'s Pennsylvania sales office as a sales assistant from Norrel Services where she was in retail sales. She is currently studying history at West Chester University in West Chester, Pa., and likes to read and play billiards.

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**Karen Edson** has been hired by *PC World* as a market research assistant. She was previously the assistant fair manager for the Butte County (Calif.) Fair, for which she planned and implemented fair activities, sought sponsorship and marketed the fair to the community. She holds a B.S. in agriculture business with a concentration in marketing from California Polytechnic State University in San Luis Obispo, Calif., and likes volleyball, softball, boating and skiing.

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IDG WORLD UPDATE

PANTAZOPOULOS

**Faye Pantazopoulos** signs on with *Computerworld* as a marketing assistant, coming from Cahners Publishing, where she worked as a sales assistant supporting the Eastern sales team. Faye attended Penn State University and enjoys writing and painting in her free time.

### SEE YOUR COMPANY HERE!

*All business units are welcome to send information for the Noteworthy section to: world_update@idg.com.*

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**FOURTEEN YEARS**
Cheryl Crivello - Network World

**ELEVEN YEARS**
Laurel Peddie - InfoWorld

**TEN YEARS**
Christie Combs - Network World

**NINE YEARS**
John St. Martin - IDC

**EIGHT YEARS**
Alexa McCloughan - IDC
Richard Denechaud - IDC

**SEVEN YEARS**
Jim Duffy - Network World
Simona Cattaneo - IDG Italy

**SIX YEARS**
Rosemary Pickett - IDC
Diane White - IDC
Donna Silva - IDC
Mary Martin - FCW

**FIVE YEARS**
Fulya Cetin - IDG Turkey
Christine Jarmul - IDC
Carol Lasker - Network World
David Weldon - Computerworld

**FOUR YEARS**
Kathy Pikosky - IDG
Kathryn Grayson - CIO
Ian Campbell - IDC
Rob Octavio - IDG Central Services
Patricia Duhl - Computerworld

**THREE YEARS**
Yolanda Scott - IDG Spain
Laurie Gomes - Computerworld
Stephanie Young - IDG Books

**TWO YEARS**
Nevin Ilhan - IDG Turkey
Jeremy Draper - CIO
Southaly Outhavong - CIO
Amy Shluger - IDC
Robert Clark - IDC
Margaret Welsh - IDC
Jesse Chooi - IDC Malaysia
Cy Lucas - InfoWorld
Lisa Reyes - IDG Books
Nancy Delfavero - IDG Books

**ONE YEAR**
Andrew Brandt - PC World
Laura Tilley - IDG Books
James Cains - IDG Books
Dorothy Gartin - IDG Books
Andrea Burnett - IDG Books
Rolly Delrosario - IDG Books

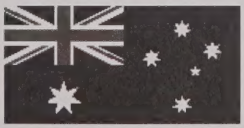
## TRIVIA FROM DOWN UNDER

*Congratulations to the two winners of last month's trivia contest.* ***Susan Fischer Merianos*** *from Network World Canada and* ***Angela Prodromou****, editor of IDG Australia's Information Age were selected in a random drawing of names of all employees who submitted a correct entry. Susan and Angela will each receive an embroidered IDG baseball hat. Thanks to everyone who entered! Watch this space for more trivia contests in the coming weeks.*

**1. Australia's national anthem is:**
A) God Save The Queen
***B) Advance Australia Fair**
C) Waltzing Matilda

**2. The outback amounts for 85% of Australia's land mass. What do Australians call it:**
***A) The Never-Never**
***B) Beyond The Black Stump**
***C) Back of Beyond**

**3. While Australia's native aboriginal inhabitants have lived there for 60,000 years, Europeans only arrived in 1788. The majority of the original settlers were:**
A) Soldiers
***B) Convicts**
C) Merchants



**4. The blue Australian flag has a Union Jack in the top left corner, five white stars representing the Southern Cross on the right and a large, seven-pointed white star below the Union Jack. What does it represent?**
***A) Australia's six states and its territories**
B) The British Commonwealth
C) The seven continents

**5. Australia is hosting the Summer Olympic Games in 2000. When did it last host them?**
A) 1932
B) 1940
***C) 1956**

**6. How many airplane crashes has the Australian airline Qantas had in its history?**
***A) 0**
B) 5
C) 23

**7. On the first Tuesday of November the entire nation (supposedly) stops for one event. What is it?**
A) The opening of Parliament
***B) The running of the Melbourne Cup horse race**
C) The Queen's Australia Day address

**8. Who is Australia's chief of state?**
A) The Australian Prime Minister
B) The Governor General
***C) Queen Elizabeth II**

**9. What two animals appear on the Australian coat of arms?**
A) A koala and a platypus
***B) A kangaroo and emu**
C) A male and female Australian

**10. Native only to Australia, a koala's diet consists entirely of:**
***A) Eucalyptus leaves**
B) Spiders and grubs
C) Other marsupials

## CELEBRATING 10

# Denise Gayle Elkins

**HOME:** Frenchs Forest, Sydney NSW, Australia

**JOINED IDG:** Dec./Jan. 1988/89 as a phototypesetter.

**CURRENT TITLE:** Production Coordinator. I do layouts, chase advertising material, deal with printers and film houses. I also make sure the various publications are produced on time with a minimum of fuss.

**BEST PART OF YOUR JOB:** Seeing the finished product, knowing that I have done the best job humanly possible.

**LATEST ACCOMPLISHMENT:** My hobby is making timber furniture, so it would have to be designing and making my dining room table from scratch.

**WHAT'S KEPT YOU AT IDG FOR 10 YEARS?** As a single parent of four boys I like the stability and the work ethic at IDG.

**INTERESTS OUTSIDE THE OFFICE:** Sport of all descriptions, watching my sons play rugby league football, carpentry and sewing, especially patchwork quilting.

**FAMILY:** Four sons: Jayson, 22; Dale, 18; Nicholas, 10; and Alexander 5.

**WHAT TALENT DO YOU WISH YOU HAD THAT YOU DON'T HAVE?** Have a lovely (in tune!) singing voice like my mum.

**AS A CHILD, WHAT DID YOU WANT TO BE WHEN YOU GREW UP?** Physical education teacher.

**YOUR IDEA OF A PERFECT DAY ALONE?** A hammock by the sea, a hat, a good book and 30° C [86° F].

THE RITZ-CARLTON

DENISE GAYLE ELKINS WAS THE GUEST OF IDG CHAIRMAN *Pat McGovern at a luncheon celebrating her 10th anniversary with IDG Australia.*

**ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WAS ON FIRE?** Photograph albums and our dog Jessie.

**IF YOU WON THE LOTTERY TOMORROW, YOU WOULD:** Buy my own house and a new car, go on a small spending spree and take my sons on the holiday destination of their choice anywhere in the world.

**IF I COULD DO ONE THING OVER:** Be closer to my parents before they passed on.

**MANAGER'S PROFILE:** "As a great friend and colleague, Denise has proven herself a versatile and conscientious worker with a great sense of humor. In her free time away from the office, Denise has raised four sons. Need I say more about her qualities? Congratulations and best wishes from the production team."

*- **Max Jaeger**, production manager, IDG Australia*

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries. IDG also produces 168 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The *IDG World Update* staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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September 28, 1998

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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

# Publications Database Provides Sales Ammunition — And Much More

If you need to know something about a newspaper or magazine produced somewhere in IDG's vast empire, check out the IDG Publications Database.

The Publications Database is a comprehensive source of IDG publication information that can be accessed by any IDG office that uses Lotus Notes. The database is composed of 20 different forms and more than 30 views that include information such as:

- Ad rate and mechanical specifications.
- Issue dates and booking schedules.
- Publication and readership profiles.
- Editorial focus.
- Circulation and publishing frequency.
- Product line designation.
- Regional market data.
- Publisher, editorial and advertising contact information.
- Web site ad rates, dimensions, formatting specs, URLs and sales contacts.

"The Publications Database is much, much more than the name implies," said **Frank Cutitta**, IMS managing director/International. "It is literally the central

• CONTINUED PAGE 4 •

# *Computerworld*'s Editors and Issues Series Focuses on E-commerce

**ONE MEMBER OF THE AUDIENCE** *poses a question to the panel while* ***Maryfran Johnson****, executive editor of Computerworld, serves as roving reporter.*

PHOTOS BY KAREN PRUESS

**CW EDITOR-IN-CHIEF PAUL GILLIN** *queried the e-commerce innovators about how they attract repeat customers to their Web sites.*

*Computerworld* launched a two-pronged educational effort in San Francisco earlier this month as part of its "Editors and Issues '98" series. The publication sponsored an electronic commerce roundtable for 170 technology marketers and advertising professionals as well as a "Meet the Editors" public relations workshop.

"This was an important event for *Computerworld* in establishing our credibility as a reliable source of information on e-commerce," said *Computerworld* Editor-in-Chief **Paul Gillin**. "The panelists represented a wide range of industries that are innovating on the Internet in different ways. All are working to build brands, which are absolutely critical to e-commerce success. The session topic is top-of-mind for Silicon Valley companies these days, and the four innovators on the panel had a lot of war stories to share."

The panelists were Todd Elizalde, director of networked commerce and cus-

• CONTINUED PAGE 2 •

## IN BRIEF

# IDC Scandinavia Employees Gather in Copenhagen for Planning Meeting

IDC Scandinavia held its twice-yearly strategic planning meeting recently, as 25 employees from Denmark, Sweden, Norway and Finland gathered in Copenhagen, home to IDC Scandinavia's main office. The group blended a day's worth of reflection on its performance and products with a team-building exercise.

FY97 was IDC Scandinavia's most successful year ever, beating all plans for bookings, revenues and profit. Expectations for the close of FY98 are that the region as a whole has had another successful year and is within reach of its budget, according to IDC Scandinavia Managing Director **Per Andersen**.

On the cusp of the new fiscal year, IDC Scandinavia is about to launch the IDC Nordic Web site and plans to work on a conference with IDG Denmark. In addition, the company will soon introduce a new product area, market research training, a series of one-day seminars that will explain qualitative and quantitative research and forecasting methods.

IDC Scandinavia houses three European Expertise Centers: European Internet, European Packaged Software, European Unix and Server Operating Environments and Workstations. The company focuses on seven research areas: Personal Systems, Peripherals, Internet/Intranet, Telecommunications, IT Services, Commercial Systems and Servers.

**THE IDC SCANDINAVIA STAFF** *took over the children's train at Tivoli Gardens, a famous amusement park in Copenhagen. (Front row):* ***Peter Frenning*** *and* ***David Schou;*** *(Second row):* ***Johan Lindholm*** *and* ***Susanne Arildsen*** *and behind them is* ***Lars Rasmussen.***

### EXPECTATIONS FOR ELECTRONIC COMMERCE

**The following are IDC projections of Internet commerce revenue.**

**Worldwide Internet commerce**
- **$32.4 billion by December 1998**
- **$425.7 billion by December 2002**

**U.S. Internet Commerce**
- **$26.5 billion by December 1998**
- **$268.8 billion by December 2002**

**Source: Statistics from IDC's Internet Commerce Market Model®**

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### PUBLICATIONS DATABASE

*continued from page 1*

tomer service operations, Cisco Systems; Douglas Galen, VP of business development, E-LOAN; Wayne Dyer, director of computing and commerce channels for Netscape Communication's Netcenter; and Cliff Sharples, president, CEO and co-founder of Garden Escape, Inc.

Elizalde, who heads an organization that has automated over 60% of orders placed through Cisco's Web site, Cisco Connection Online, echoed the recurring theme that entry barriers have become tougher, and the Web leaders are harder to beat. "Consumers are sophisticated and take comfort in large, established brands," he said. "They know the difference between a leader and a flash in the pan."

#### Strategies for repeat business

Gillin asked the panelists for their strategies to get repeat business on their Web sites. E-LOAN's Galen emphasized the need to be more than an interface on the Web. "The Web site must be credible, with lots of personal contact information. Consumers need to be able to reach real people fast and know they are talking with professionals from a real company. They also care about security," he said.

Multilingual sites and real-time order processing have become necessities, along with a good supply chain for smooth customer service, noted Cisco's Elizalde.

Ironically, most of the panelists were relying on traditional media, not Web banner ads, to establish their online brands. Broadcast media, radio and TV consumed the majority of the panelists' advertising budgets. "All that will change," said Netscape's Dyer. "Web technology is improving dramatically, and banner ads in the future will be very different. Multimedia technology will change branding forever."

Editors & Issues '98 included a workshop, launched in Boston this past June, designed to give public relations professionals an in-depth understanding of the weekly publication and its related magazines, supplements and online edition.

The workshop featured Gillin; **Maryfran Johnson**, executive editor; **Joe Maglitta**, industry editor; **Allan Alter**, department editor, Managing; **Michael Goldberg**, assistant news editor; **Steve Ulfelder**, senior editor, Opinions/In Depth; **Galen Gruman**, West Coast bureau chief; and **Barbara Cole-Gomolski**, senior editor, Labor Issues/Careers.

The Editors and Issues series will continue in Southern California, New York City and Boston on dates to be announced. For more information, contact CW Marketing Vice President **Cynthia Ahart** at cynde_ahart@cw.com.

# ON LINE

**JIM CASELLA**

*IDG's chief operating officer is this week's columnist.*

**Q IDG sends out lots of spreadsheets to business unit managers. They contain loads of macros and calculation fields. Has anyone checked to see if these spreadsheets are Year 2000 compliant?**

A **Steve Pelosi**, manager of financial reporting and budgeting for IDG, would inform everyone if there were a problem. Most of the company uses Microsoft Office, with the latest version of Excel, and there is not a Y2K problem in this regard.

The major Y2K problem that we had as a company was with our Human Resources IS system, which drives our payroll and benefits operations. I am pleased to inform you that **Karen Budreau**, **Debbie Sobin** and many others evaluated several options and that they selected a Peoplesoft solution that is in the process of being implemented. We will make payroll in January '00! This was a collaborative process with our U.S. business units, and there will be many benefits, beyond payroll, that will accrue to all the business units over time.

**Can you give me an idea of what percentage of worldwide revenue IDG derives from advertising and non-advertising sources? Has this number changed over the years?**

As we diversify our revenue streams to focus on user needs we have seen advertising decline from 50.2% in FY96 to a forecast of 48% in FY98. Advertising revenues, though, have continued to grow quite rapidly, particularly as we have added, for example, new channel publications around the world during this period. Our approach of looking for more of our revenues to come from our users, as opposed to our advertisers, is in direct contrast to many of our competitors. One of the reasons that CMP has been struggling to grow their revenues and operating profits since they went public has been their over-reliance on advertising revenue. In many ways we may find ourselves competing more directly with a company like the Gartner Group in the future.

Our publications, though, will always be a cornerstone of our company, and advertising is a very profitable revenue stream that will always be essential to our overall profitability.

**I recently read about yet another top management change at IDG World Expo. Does this latest change reflect any sort of change in strategy for the organization as a whole?**

The recent management change you refer to does not represent a change in our overall strategy, which is to continue to invest in and grow our worldwide exposition and event business. This sector of our business should continue to grow at rates that are very significant, particularly at a time when there are a tremendous number of new start-up technology companies. These companies usually begin their market penetration by attending expos and later develop a more fully rounded marketing plan that includes advertising in the computer trade press.

**Charlie Greco** is an IDG veteran who was brought back to develop new opportunities for IDG. He and his team have already identified several of them and are working closely with business units to bring them to market. We plan to double our market share in this business over the next five years.

**What's the percentage of revenue each of IDG's main lines of business has contributed during FY98?**

We are forecasting for FY98:
Publishing: 65%
(This includes both print and online.)

Books: 13%

Research: 10%

Events: 6%

Training: 6%

**I discovered that my department manager's contingency plan requires that she identify positions she is willing to eliminate should we fall 10% or more below plan. Is this a common requirement for contingency plans at IDG?**

I believe that you are confusing your manager's contingency plan with an action plan. We ask all of our business units worldwide to prepare a contingency plan as part of the overall planning process. This is sound management and it forces our managers to look into what-if scenarios.

Fortunately, most of our business units are growing their revenues by at least 10% or more and their operating profits by a larger margin and will not need to implement their contingency plans. During the past year the more significant problem for IDG business units has been finding qualified candidates for their open positions!

**If the answer to any of the questions below is "yes," the *IDG World Update* editors want to know!**

- **Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? (Questions will be sent anonymously.)**
- **Do you have a story idea for *IDG World Update*?**
- **Do you have a comment about something you liked — or didn't like — in this newsletter?**

**Send your questions or comments to: world_update@idg.com.**

## PUBLICATIONS DATABASE

*continued from page 1*

nervous system of mission-critical data used across all IMS organizations. It is a collaborative case study that puts organic, real-time sales and marketing ammunition at the fingertips of the IMS sales team and then directly to our client and prospect universe via IDG.com and Global Quick Quote. This is very impressive stuff."

Sales management and support staffs in the U.S., U.K., Austria, France, Germany, Australia, Hong Kong, Singapore and Taiwan are among the many IDG global business units that access the IDG Publications Database daily for timely publication information.

The database's many forms and views enable these sales units to provide their clients with concise, consistent and clearly formatted publication-related information. Armed with this data, sales teams can quickly create customized, up-to-date media kits without the need to rekey any of this data.

Non-sales staff will also find lots of useful information in the database. What language is *PC World Zimbabwe* published in? (English; check the Publications by Region view). How many channel publications does IDG have worldwide? (23; check the Publications Line by Region view). What editorial feature is *Computerworld Argentina* planning in its Nov. 26, 1998 issue? (Vertical market solutions; check the Issues by Country view).

### Global input

The publications database originated at IDG Marketing Services/Europe, Middle East and Africa (EMEA) in Staines, England, in 1995. The staff created a much-needed source of centralized publication information for the newly created EMEA sales team, and the database proved so valuable its scope expanded.

In mid-1996, **Lynn Christofferson**, marcomm manager/international media at IDG Marketing Services in San Francisco, began working with Emma Morant of IMS/EMEA and a Notes contractor to create a working environment that would enable both IMS U.S. and IMS EMEA to jointly maintain and use the database while addressing specific client needs.

**THE IMS STAFF BEHIND THE IDG PUBLICATIONS DATABASE ARE (LEFT TO RIGHT)** ***Lynn Christofferson*** *and* ***Josie Dollente*** *in San Francisco and* ***Karen Blythe*** *and* ***Simon Thomas*** *in Staines, U.K.*

"The objective was to provide the best to both worlds," Christofferson noted. "We wanted to enable the IMS EMEA staff to continue working as they had and still accommodate the differences inherent in the U.S. business environment."

For example, IMS EMEA books ads for its clients in local currency. If a company in Denmark wants to book an ad in France's *InfoPC*, the client is billed in francs. In the U.S., however, IMS U.S. employees book ads for clients in U.S. currency. So, for example, if IBM's ad agency in the U.S. wants to book ads in IDG publications in Germany, Spain and France, IMS U.S. will provide the agency with the total amount due in U.S. dollars rather than in deutschmarks, pesatas and francs, respectively.

To accommodate these two different client preferences, IMS/EMEA uses the Rate Cards by Country form that shows how much the different ad sizes cost in the local currency. For U.S. clients, Christofferson created a new form, the more concise, two-page Rate and Data Sheet, which also shows U.S. currency and measurement conversions.

IMS U.S./International staff can print the Rate and Data Sheet information onto color-coded stationery by to product line, which can be mass-produced on a copier and included in U.S. media kits.

Until a few years ago, IDG's media kits were updated just once a year and were quickly out of date. "Thanks to this print-on-demand method, it is now possible to change client-directed information so that it is timely within a day of receipt, thereby minimizing the possibility of outdated rates, or having ad materials erroneously (and expensively) shipped to obsolete addresses," Christofferson said. "The use of color-coded stock also creates an attractive component to customized client presentations."

Ad dimension units are displayed in millimeters for the EMEA publications and in centimeters for the Asia/Pacific titles. Christofferson converts all the mm and cm measurements to inches for the U.S clients and media kits, while the EMEA office uses the metric measure. And, under the 02. Issues/By Country view there is a U.S. subview, which has two days added to both the booking and ad material deadline dates to compensate for the differing time zones.

Today, Christofferson manages U.S.-related development issues and content for the Asia-Pacific/Latin America/US/Canada publications, in addition to preparing specially designed, two-page, Rate and Data sheets for all IDG publications. IMS Sales Support Specialist **Josie Dollente** compiles data for the U.S. publications. At IMS/EMEA, Production Manager **Karen Blythe** and Sales Support Executive **Simon Thomas** oversee the acquisition and preparation of EMEA publication data.

The information on the Publications Database reaches into other IDG resources. All the data in the Publications section of IDG's Web site (http://www.idg.com) and in the online rate quotation engine, Global Quick Quote *(see article p. 5)*, originates in the 05. Rate and Data Sheet (Special Format) view in the IDG Publications Database. This information includes a profile of the publication, readership and circulation detail and the 1X, 6X and 12X rates.

"Despite our decentralized business environment, a universal and unifying force for all IDG business units is the desire to increase sales," Christofferson noted. "As IDG grows, the complexity increases and so does the need to simplify our ability to make sense of it all. With continued support from our publications, who provide us with timely data, we believe that shared resources like the Publications database can help to achieve this goal."

IDG

## *Job Opportunities – September 28, 1998*

**Vice President/Strategic Circulation Operations (CW)**
Computerworld, the World's Technology Newspaper, has an opportunity for an outstanding, seasoned circulation leader. This is an exciting challenge for a progressive and creative executive knowledgeable in all aspects of circulation. As a member of the Senior Leadership Team, you will be responsible for managing all strategic circulation initiatives that will lead Computerworld to its exciting future as we significantly grow our circulation over the next 3 years. Candidates should have at least 10 years of experience within paid and/or controlled circulation environments, with at least 5 years specifically working with controlled circulation publications. Your track record must include knowledge of both ABC and BPA auditing procedures, with experience in unitizing the circulation file. In addition, the successful candidate must possess strong leadership and management talents. Experience must include working closely with editors to help strategically grow circulation. Also, working closely with advertising sales teams is essential, as is the ability to travel from time-to-time with those teams to present Computerworld's circulation strategies and initiatives to our advertising customers. Business-to-business and consumer business publication experience is highly desirable. *Location: Framingham, MA*
Contact: S. Perry, Fax: 508-270-1160, Phone: 508-820-8160, Email: susan_perry@cw.com

**Marketing Specialist (CW)**
Responsibilities include acting as a liaison with the national sales team; event coordination; vendor management; liaison with CW Finance Dept.; on-line & database coordination; project management; Assistant to the Dir. and V.P. Marketing. Skills desired include bookkeeping, working knowledge of advertising, working knowledge of technology marketing, excellent verbal communication skills, good written communication skills, ability to interface with executive management; excellent organizational and project management skills. *Location: San Mateo, CA*
Contact: P. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@cw.com

**Sales Associate (CW)**
Support for the District Manager and Account Executive in the Irvine territory. Responsibilities include preparing pre-call information, presentations and assisting the sales team in following up on sales calls to help drive business; preparing prospecting reports; fulfilling media requests; gathering research; managing direct mail campaign efforts and administrative responsibilities. In fact, administrative tasks play a large role in the Sales Associate's job. Organizational skills are essential and attention to detail are key. The Associate is responsible for managing internal and customer files, customer correspondence, arranging travel, answering phones, managing the Lotus Notes database and keeping customer records current including our comp list, distributing faxes, mail and keeping the media room current and organized. Need someone organized, detailed, customer service oriented and willing to grow within an organization and who likes to deal with customers! *Location: Irvine, CA*
Contact: P. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@cw.com

**Events Project Manager (FCW)**
Seeking experienced meeting planner with proven ability to produce events that meet the highest standard of excellence. Reporting to the Director of Conferences and Trade Shows, the Events Project Manager will persistently apply discipline and creativity to plan, organize, and manage quality events. Responsibilities include budgeting, scheduling, operations and evaluation. Experience with both trade shows and conferences a plus. *Location: Falls Church, VA*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

**Office Services Associate (IDC)**
IDC is seeking an Office Services Associate to work in its mailroom. This person will be responsible for mail and package deliveries, general maintenance, conference room set ups as well as special projects. Candidates should have customer service experience, be team oriented and have strong organizational skills. The ideal candidate is someone who is flexible, resourceful and creative in problem solving and developing new ideas. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idc.com

**Programmer Analyst (IDG)**
The IDG Corporate Services Group is looking for a Programmer Analyst to help develop a leading edge, n-tier accounting application. Responsibilities include developing Business Objects with Microsoft Transaction Server (MTS), Intranet Web development, and application development utilizing assorted decision support technologies. The ideal candidate must have an understanding of software architecture, Windows NT, Microsoft SQL Server, and Active Server technologies. Experience with object-oriented development techniques, Visual Basic and/or Visual InterDev, good communication skills, and 2 or more years Visual programming experience is required. A bachelor's degree in computer science or information systems is preferred. *Location: Framingham, MA*
Contact: K. McPhillips, Fax: 508-935-4600, Phone: 508-935-4531, Email: kristen_mcphillips@idg.com

**Mail Services Coordinator (IDG Central Services)**
IDG, an international publishing company, seeks a highly energetic, service-oriented individual for the Administrative Services Department. Responsibilities include sorting and distributing mail, FedEx, UPS, shipping and receiving, assisting with switchboard backup and other duties as assigned. Must be organized, possess excellent communications skills, and have ability to juggle multiple tasks. Experience in mailroom, shipping/receiving environment desired. Valid CA Drivers license and ability to lift 50 lbs. required. *Location: San Francisco, CA.*
Contact: S. Lynn, Fax: 415-442-1891, Phone: 415-978-3337, Email: sheila_lynn@publish.com

**Production Coordinator (IDG Games Media Group)**
Assisting the production manager, the coordinator will flow editorial into page templates; work on PhotoShop graphics; transfer files to pre-press; page flow tracking and font management. Requires 3 years experience in Quark, PhotoShop, typesetting, proficiency in Illustrator, Filemaker and word processing on Mac. Ideal candidate must be team-oriented & able to multi-task in fast-paced environment. *Location: San Francisco, CA*
Contact: S. Reimer, Fax: 415-975-2611, Phone: n/a, Email: sreimer@gamepro.com

**Copy Editor (IDG News Service)**
The IDG News Service is seeking a copy editor with a great eye for detail and strong editing, grammar, and proofreading skills for our Boston news desk. Responsibilities include editing IT industry news and features under tight deadlines for our real-time electronic wire service; acquiring and republishing copy and graphics from throughout the IDG editorial community for the global news cooperative; and doing research as needed to update and expand a library of online information resources for editors. The ideal candidate has copy editing experience on an IT news weekly or daily and is familiar with electronic publishing tools, including Lotus Notes and the World Wide Web. *Location: Boston, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Editorial Account Manager (IDG/B)**
Individual will manage the sales activities of a designated sales territory; develop sales relationships with educators and buyers for the education market; build upon the established customer base of catalog customers; have input into a newly developing line of educational courseware. Indianapolis based position with opportunity for some travel. Requirements: Prior sales/customer service/territory management experience; thorough knowledge of publishing sales; wide exposure to the computer industry; and excellent communication and leadership skills. A BA/BS is preferred. *Location: Indianapolis, IN*
Contact: S. Hopson, Fax: 317-596-5240, Phone: 317-596-5222, Email: injobs@idgbooks.com

**Mailroom Assistant (IDG/B)**
Individual will assist in all mailroom operations, such as: receiving incoming mail, processing outgoing mail, delivering express packages to employees, distribute book samples that are received from the warehouse to employees on the standing order plan, maintain log of copier and fax service requests and monitor completion, complete daily supply checks of all work and kitchen areas and replenish items, perform employee maintenance directed by Office Services Supervisor, assist Office Service Supervisor with furniture and equipment relocation requests, and serve as a backup for the Receptionist during his/her lunch hour and for all breaks as well. *Location: Indianapolis, IN*
Contact: S. Hopson, Fax: 317-596-5240, Phone: 317-596-5222, Email: injobs@idgbooks.com

**East Coast Interactive Sales Manager (IS)**
The East Coast Interactive Manager will be responsible for the sales, development and maintenance of all East Coast clients advertising online at TheStandard.com. Their primary responsibility will be to prospect throughout the East Coast region and develop these prospects into sales. They will also contribute with the regional print managers to sell integrated online & print advertising packages. *Location: New York, NY*
Contact: Sue Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murphy@idg.com

**National Interactive Advertising Sales Manager (IS)**
The national interactive advertising sales manager is responsible for selling online advertising for TheStandard.com. Duties include collaborating with sales staff to sell online & print publication; present to clients and agencies & forecast sales by month/quarter/year. Requires minimum 1 year interactive advertising sales experience & current contacts with clients & agencies. *Location: San Francisco, CA*
Contact: Sue Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murphy@idg.com

**Regional Interactive Advertising Sales Manager (IS)**
The regional interactive advertising sales manager is responsible for selling online advertising for TheStandard.com on the East Coast. Duties include: collaborating with sales staff to sell online & print advertising; presenting to clients & agencies and forecasting online sales by month/quarter/year. Requires minimum 1 year experience in interactive advertising sales and current contacts with agencies and clients. *Location: New York, NY*
Contact: Sue Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murphy@idg.com

**Publisher of Directories (IS)**
Reporting to the publisher, the publisher of directories will be the product manager for print directory of Internet-related professional services. The ideal candidate would have already successfully created and sold directories, and have managed P&L responsibilities for the success of the project. *Location: open*
Contact: S. Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murphy@idg.com

**Staff Editor, IDG Games.net (PCW OSG)**
IDG Games.net is seeking a staff editor to write, edit, and assign stories and assist with designing, developing, and implementing editorial features. Strong editorial skills and familiar with games. *Location: San Francisco, CA*
Contact: M. Wallace, Fax: 415-974-7491, Phone: 415-978-3240, Email: marcale_wallace@pcworld.com

**Sales Assistant (Publish)**
Publish is seeking a Sales Assistant to provide multi-functional support for two Account Managers servicing top US advertising clients. Responsibilities will include general office management, phone reception, database maintenance, and general correspondence. This position also includes heavy agency and vendor contact. The ideal candidate must be highly organized, possess strong communication skills and be able to manage multiple priorities. Proficiency in Macintosh & PC word-processing, database, presentation, page layout and spreadsheet applications required. Experience working with ACT & Quark a plus. *Location: San Francisco, CA*
Contact: K. Weiss, Fax: 415-495-2354, Phone: 415-267-1712, Email: kweiss@publish.com

***The weekly Job Opportunities supplement is done by the IDG Human Resources office.***
***If you have questions about how to post a job, please e-mail your inquiry to job_posting@idg.com***
***or see your Human Resources representative for details.***
***Please do not contact the staff of the World Update about job posting related issues.***

***Thank you & have a good week!***

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| CHSG | Bus Dev | Business Development Director | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
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| CHSG | Sales | Account Executive | San Mateo, CA or Irvine, CA | M. Taussig | P: 650-294-7819 | F: 650-294-7801 |
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| CHSG | Systems | IS Manager | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
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| IMS | Sales | Administrative Sales Assistant | San Francisco, CA | M. Catolico | P: 415-978-3272 | F: 415-267-1742 |
| IMS | Sales | Director, National Accounts | East Coast | M. Catolico | P: 415-978-3272 | F: 415-267-1742 |
| IMS | Sales | Sr. Director, National Accounts | West Coast | M. Catolico | P: 415-978-3272 | F: 415-267-1742 |
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| IMS/EMEA | Sales | On-line Sales Executive | Staines, England | P. Shalet | P: 44-1784-210- | F: 44-1784-210-200 |
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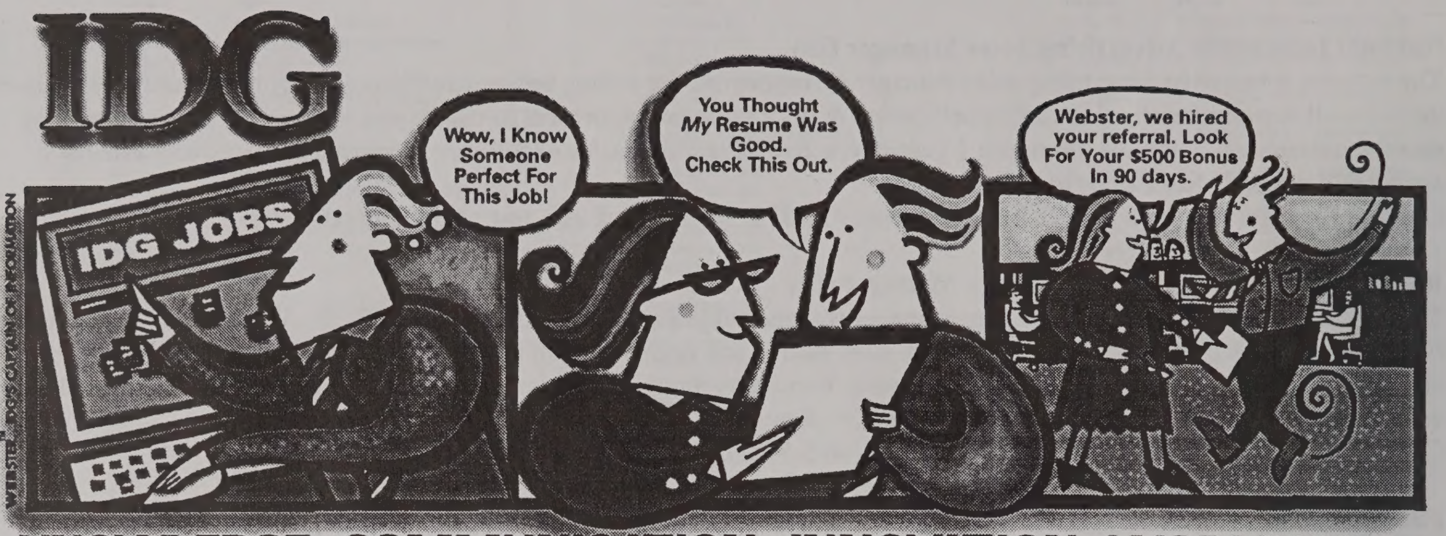
| IS | Product Develop | Publisher of Directories | open | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IS | Sales | Account Executive | San Francisco, CA | C. Lucanegro | P: 415-733-5437 | F: 415-733-5401 |
| IS | Sales | Sales Associate | San Francisco, CA | C. Aguilar | P: 415-733-5485 | F: 415-267-1742 |
| Mac Pub | Ad Sales | Account Executive (display sales) | San Francisco, CA | K. Elken | P: 415-243-3515 | F: 415-278-8550 |
| Mac Pub | Ad Sales | District Sales Manager | San Francisco, CA | K. Elken | P: 415-243-3515 | F: 415-278-8550 |
| Mac Pub | Ad Sales | Recruitment Account Manager | San Francisco, CA, or Los Angeles, CA, or Boston, MA, or Ne | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| Mac Pub | Ad Sales | Shopper Sales Assistant | San Francisco, CA | K. Kyrias | P: 415-278-8542 | F: 415-243-3656 |
| Mac Pub | Edit | Associate Features Editor | San Francisco, CA | A. Yim | P: 415-978-3347 | F: 415-267-1742 |
| Mac Pub | Edit | News Editor | San Francisco, CA | A. Yim | P: 415-978-3347 | F: 415-267-1742 |
| Mac Pub | On-Line | Content Engineer | San Francisco, CA | J. Julian | P: 415-243-3502 | F: 415-543-2537 |
| NW | Ad Sales | Director of Direct Response Sales | Framingham, MA | D. Caldwell | P: 508-820-7472 | F: 508-820-3340 |
| NW | Admin | Mailroom Assistant | Framingham, MA | D. Caldwell | P: 508-820-7472 | F: 508-820-3340 |
| NW | Edit | Online Copy Editor | Framingham, MA | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| NW | Edit | Senior Editor | Framingham, MA | D. Caldwell | P: 508-820-7472 | F: 508-820-3340 |
| NW | Events | Event Planner | Framingham, MA | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| NW | On-Line | Web Engineer | Framingham, MA | D. Caldwell | P: 508-820-7472 | F: 508-820-3340 |
| NW | Sales | Sales Assistant | Santa Clara, CA | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| NW | Systems | Email/Systems Administrator | Framingham, MA | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| PCW | Admin | Administrative Assistant | San Francisco, CA | N. Jacobs | P: 415-978-3303 | F: 415-442-1891 |
| PCW | Edit | Senior Editor | San Francisco, CA | T. Capen | P: 415-978-3225 | F: 415-442-1891 |
| PCW | Finance | Financial Analyst | San Francisco, CA | M. Buckingham | P: 415-978-3308 | F: 415-442-1891 |
| PCW | Prod | Production Manager | San Francisco, CA | L. Manes-Good | P: 415-978-3315 | F: 415-974-7402 |
| PCW OSG | Ad Sales | West Coast Advertising Director, PCW OSG Advertising Sales | San Francisco or Los Angeles | T. Gewecke | P: 415-978-3153 | F: 415-442-1891 |
| PCW OSG | Circ | Customer Service Representative | San Francisco, CA | M. Green | P: 415-975-2680 | F: 415-974-7491 |
| PCW OSG | Edit | Editor, Tip World/Dummies Daily | San Francisco, CA | R. Glitman | P: 415-267-1769 | F: 415-442-1891 |
| PCW OSG | Edit | Editor/Reporter | San Francisco, CA | E. Bender | P: 617-482-2750 | F: 617-426-0235 |
| PCW OSG | Edit | Reporter/Editor | Boston, MA | E. Bender | P: 617-482-2750 | F: 617-426-0235 |
| PCW OSG | Edit | Senior Editor, PC World Today | San Francisco, CA | P. Lemmons | P: 415-267-1776 | F: 415-442-1891 |
| PCW OSG | Edit | Staff Editor, IDG Games.net | San Francisco, CA | M. Wallace | P: 415-978-3240 | F: 415-974-7491 |
| Publish | Edit | Editor-in-Chief | San Francisco, CA | G. Gable | P: 415-978-3283 | F: 415-267-1720 |
| Publish | Sales | Sales Assistant | San Francisco, CA | K. Weiss | P: 415-267-1712 | F: 415-495-2354 |
| Web Publishing, Inc. | Admin | Administrative Assistant | San Francisco, CA | B. McDonald | P: 415-978-3395 | F: 415-267-1732 |
| Web Publishing, Inc. | Admin | Sales Administrative Assistant | San Francisco, CA | T. Hunt | P: 415-974-7443 | F: 415-267-4570 |
| Web Publishing, Inc. | Edit | Associate Editor | San Francisco, CA | B. McDonald | P: 415-978-3395 | F: 415-267-1732 |
| Web Publishing, Inc. | Edit | Associate Editor | San Francisco, CA | B. McDonald | P: 415-978-3395 | F: 415-267-1732 |
| Web Publishing, Inc. | Edit | Editor in Chief | San Francisco, CA | B. McDonald | P: 415-978-3395 | F: 415-267-1732 |
| Web Publishing, Inc. | Edit | Editor in Chief | San Francisco, CA | B. McDonald | P: 415-978-3395 | F: 415-267-1732 |
| Web Publishing, Inc. | Sales | Account Manager (2 positions) | San Francisco, CA | E. Ramirez | P: 415-974-7443 | F: 415-267-4570 |
| Web Publishing, Inc. | Systems | Associate System Administrator | San Francisco, CA | D. Bumette | P: 415-974-7313 | F: 415-267-1732 |
| Web Shopper | Ad Sales | Regional Ad Manager | San Francisco, CA | B. Giller | P: 415-267-4512 | F: 415-975-2664 |
| WEC | Confer | Conference Manager | Framingham, MA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| WEC | Expo | Show Director | Framingham, MA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| WEC | Mktg | Marketing Manager | Framingham, MA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| WEC | Operations | Operations Manager | Framingham, MA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |


IDG
WEBSTER™ IDG'S CAPTAIN OF INFORMATION
IDG JOBS
Wow, I Know Someone Perfect For This Job!
You Thought My Resume Was Good. Check This Out.
Webster, we hired your referral. Look For Your $500 Bonus In 90 days.

**KNOWLEDGE. COMMUNICATION. INNOVATION. WORLDWIDE.**

# IDG Employee Referral Bonus Plan

## YOU GET

$500 for each referral that results in a regular full-time or part-time hire within participating divisions. $200 for casual part-time referrals working a minimum of 20 hours.

**Business units may elect not to participate for part-time hires.*

With 2 successful referrals, you'll be entered into the year-end drawing for the following:

**Grand Prize — $1,500   Runner Up — $1,000**

## RULES

- You may be an employee of any IDG Division to participate; however you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application.
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination.
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date for that specific position will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision.

Date: ______________________________

Applicant's Name: ______________________________

Position referred to: ______________________________

Company Name: ______________________________

Referred by: (Employee Name) ______________________________

Company Name: ______________________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

**FOR HUMAN RESOURCES USE ONLY**

Employee Receiving Bonus: ______________________________

Company Name: ______________________________

Referred Employee: ______________________________

Company Name: ______________________________

Date of Hire: ______________________________

Ninety Day Date: ______________________________

Charged to BU/Department# ______-____-________-50300-____

H.R. Signature: ______________________________

Bonus check to be given to: ______________________________

Bonus Amount: $500 $200

***Find most recent opportunities on www.idg.com — IDG Careers***

# Global Quick Quote Provides Instant Access to Ad Rates

The vast amount of data in the Publications Database has spawned a second generation of valuable resources. Global Quick Quote (GQQ), part of IDG's Web site, IDG.com (http://www.idg.com) and other IDG Web sites worldwide, lets media planners access vital ad rate information and other publication data in minutes, something that previously took at least one working day to achieve.

Global Quick Quote grew out of IMS / International Managing Director **Frank Cutitta**'s musing that "it would be nice to have a shopping cart approach like Amazon.com for our rates." Accepting the challenge, IMS Marcomm Manager/ International Media **Lynn Christofferson** began defining components and creating user interface scenarios that resulted in the GQQ rate quotation engine and Web application that was developed by IMS Director of Multimedia Development **Pat Jones** and his group.

GQQ has been a vital tool for hurried media buyers who need to know quickly the approximate cost of various advertising scenarios on a 7 x 24, quick turnaround basis, for use in meetings, forecasts and proposals. Being able to obtain this data via IDG's Web site also provides some relief to IDG sales support staffs, who previously spent much of their time fielding requests and preparing rate quotations, which can now be generated automatically from pre-existing data within the Publications Database.

Global Quick Quote can be found by clicking the Publications link on IDG.com and selecting the GQQ link. Users select the target audience, geographic region, type of ad, and frequency of the ad, and calculations are made automatically, displaying the relevant publication, the total cost of all the ads, the circulation and readership of all the titles, singly and combined and what the next discount level is. At the beginning and end of the GQQ selection process there are links to IMS offices worldwide.

## PUBLICATIONS DATABASE VIEWS OPEN A WINDOW TO IDG

Lynn Christofferson, the marcomm manager/international media for IDG Marketing Services in San Francisco, compiled the following list that describes some of the more frequently used views within the Publications Database.

Main View/SubView Name
01. Publications
- by 1.Title - Alphabetical list of IDG publications by publication name.

*FEATURE*: Lists available contact names, titles, phone and fax numbers; a double click on the contact data line will take you into a contact form, which also lists the publication address and often will contain an e-mail address, which is not shown in the View mode.

*BENEFIT:* An excellent, at-a-glance reference for contact data — without the need to open a publication record. Collapsing the view by selecting the multiple "-" icon permits you to print an alphabetized list of all IDG publication titles for download to a printer or export to, for example, a report. The view also displays the publication launch date, for quick reference.

05. Rate Cards by Country - *Used in Europe*: A one- or two-page recap of rates in local currency, color and special positioning charges, frequency discount and insert information.

05. Rate and Data Sheets (Special Format) - *Used in U.S. only*: Two-page publication rate card/overview.

*FEATURE:* A concise publication profile that includes a brief description of the target audience and editorial focus; current rates; ad sizes; mechanical specifications; issue and closing dates; and ad material shipping instructions.

*BENEFIT:* An instant, online reference to local currency rates and their U.S. dollar equivalents — identical to rates referenced in the current Media Kit and on idg.com, thereby ensuring consistent information communication and sharing.

13. Export GBuy - An excellent, at-a-glance reference to essential publication data for all IDG publications, alphabetized by Country, and including publication title, Full Page B&W Open Ad Rate; Full Page 4/Color Open Ad Rate; Circulation; Frequency; Region; and Product Line.

Web Sites by Country - Developed by the IMS EMEA office, this recap of global IDG publication Web sites, includes contact names, URLs, rates, banner sizes and placement detail. Although still a work in process, there is considerable information to be found on our many Web sites.

NOTE: In all views, it is possible to go directly to the complete publication record at any time, by double clicking on the publication title.

## GO ONLINE FOR MORE DETAILS

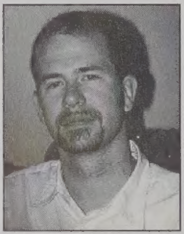
Check out IDG World Update Online <http://idgworldupdate.com> for more descriptions of the features and benefits of the Publications Database views as well as instructions for how to export all or part of a view into Excel or Word.

## DATABASE ACCESS

For information on how to access the Publications Database, employees in the U.S. and outside Europe should contact Lynn Christofferson at lynn_christofferson@idg.com. European employees should contact Simon Thomas at simon_thomas@idg.com or Karen Blythe at karen_blythe@idg.com.

## NOTEWORTHY

### NEW EMPLOYEES


IDG WORLD UPDATE

BARTHOLOMEW

IDC has hired three new employees in Framingham, Mass. **Andy Bartholomew** is a quality assurance and Web testing engineer in the IDCNet division. He previously held a similar position at Wall Data. Away from the office he likes to inline skate, snowboard and sail.

Services Industry Analyst **Harald Himsel** is currently based in IDC's Framingham office but will eventually work in the IDC Central Europe office in Kronberg, Germany. He was previously a professional services research analyst at NCR and then a project manager for European Union development projects in Jamaica and West Africa. He holds an M.A. in international business studies from the University of South Carolina and enjoys opera, photography, and German, English and American literature.

YEN

Senior Research Analyst **Richard Yen** is also temporarily in Framingham as a trainee in the Worldwide Services group. In early 1999 he'll transfer to IDC Japan to cover the services market. Richard was previously assistant general manager of Wo Kee Hong, Ltd. in Hong Kong. He is a recent graduate of the M.B.A. International Management Program at Boston University. Outside the office he enjoys golf and travel.

### WHO'S NEW?

*All business units are welcome to send information and photographs for the Noteworthy section to: world_update@idg.com, fax: 617-423-0712 or mail: 31 Milk St., Boston, MA, 02109, U.S.A.*

# STARs Shine at IDG

IDG WORLD UPDATE

**ROBIN SILVERMAN ROBISON, CHERYL TALAMINI, ERIC SHEPPARD AND DONNA CAHILL** *recently received STAR Awards for outstanding performance.*

*Four IDG employees in Framingham, Mass., nominated by their colleagues in other IDG offices for exceptional service, teamwork and results, recently received IDG Corporate Boviard STAR Awards. The awards are given twice a year and honor the memory of former IDG Corporate Credit Manager* ***Jay Boviard****.*

### Donna Cahill — IDG Accounting

Donna joined IDG in November 1989 as a data entry operator in the IDG Accounting office in Framingham. In May 1991, Donna was promoted to bookkeeper and is responsible for the accounts payable and receivable for IDG and PTV-China, accounts payable for IMS, and accounts receivable for IDC/LINK. One client said, "Donna never makes you look bad. She will not only explain the issue, she always offers more than one solution to a problem. The way Donna handles any issue makes me want to work harder the next time to avoid making the same mistake in the future."

### Eric Sheppard — IDG Research

Eric came to IDG as a research intern for IDG Research Services in Framingham in 1994. Two years later he was promoted to computer industry analyst and provides for IDG business units' secondary research needs by creating such tools as vendor SWOT (strengths, weaknesses, opportunities and threats) analysis and IT market overviews/trends. Eric's clients know they can count on him to put in the extra effort with his results-oriented approach. One client noted, "When I'm on the road Eric will call ahead to the company I'm planning to visit, he will then establish a contact and send the information to them. Eric's efforts help make me and IDG look good."

### Cheryl Talamini and Robin Silverman Robison —IDG Benefits

Cheryl Talamini joined IDG in September 1993 as a payroll and benefits administrator. In August 1996, Cheryl was promoted to benefits project manager. She is responsible for the corporate benefits program (health, dental, vision, ESOP, 401(k), and worker's compensation, among others).

Robin Silverman joined IDG in June 1980 as an assistant bookkeeper. In January 1997 Robin joined the IDG Benefits department and is the primary contact for insurance issues and is responsible for making sure that all employees are set up on the appropriate insurance with all the right coverage. One client said, "Cheryl and Robin are never shy about taking on the tough issues. Their willingness to work with my business unit fostered a sense of teamwork. With Cheryl and Robin, it is never Us vs. You but Let's Try It. This positive attitude cannot be overemphasized. I only bring them problems, yet they are always happy to help!"

Nominations for the next STAR Awards will be in *IDG World Update* in early June. For more information contact **Eric Cormier** at eric_cormier@idg.com or tel: 508-935-4605.

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**TWENTY-FOUR YEARS**
Nora Hörmann - IDG Germany

**TWENTY YEARS**
Helga Biesel - IDG Germany

**EIGHTEEN YEARS**
Maria del Carmen Doehler - IDG Germany

**SEVENTEEN YEARS**
David Brown - IDC
Karin Giffhorn - IDG Germany

**SIXTEEN YEARS**
Nilcimar Laino Oliveira - IDG Brazil

**FOURTEEN YEARS**
Juan Marquez - IDG Spain
Anton Paunert - IDG Germany
Ingrid Holzbauer - IDG Germany

**THIRTEEN YEARS**
Mirla Bergh Fallesen - IDC Scandinavia
Heiderose Witte - IDG Germany

**ELEVEN YEARS**
Adriana Amedei - IDG Italy

**NINE YEARS**
Wes Nihei - IDG Games Media Group
Mario Toffoletti - IDG Italy
Marcio Luiz Lopes - IDG Brazil
Christoph Witte - IDG Germany

**EIGHT YEARS**
Donald Tennant - IDG Hong Kong
Wilson Wan - IDC Beijing
Gloria Maria Teixeira da Cunha - IDG Brazil
Claudia Vieira da Silva - IDG Brazil
Gerhard Holzwart - IDG Germany
Hans Hausner - IDG Germany

**SEVEN YEARS**
Jose Luis Palacios - IDG Spain
Britt Kardel Hetting - IDG Denmark
Mary Bednarek - IDG Books
Ines Mühlbauer - IDG Germany
Stephan Scherzer - IDG Germany
Stefan Ueberhorst - IDG Germany

**SIX YEARS**
Mike Oughton - IDG New Zealand
Linette Vollaro - Publish
Carey Azzara - IDC
Freeman Bradley - IDC
Pedro Rodrigues da Costa - IDG Brazil
Jürgen Hill - IDG Germany
Iris Müller - IDG Germany
Matthias Zimmermann - IDG Germany

**FIVE YEARS**
Licia Slimon - PC World
Marlise Pereira Pinto - IDG Brazil
Maria Eloá Guimaraes Lyrio - IDG Brazil
Beata Narewska - IDG Poland
Edith Höllersberger - IDG Germany
Michael Freter - IDG Germany

**FOUR YEARS**
Colleen Hirner - PC World
Roberta Prandini - IDG Italy
Silvia Merlini - IDG Italy
Deborah Vilella - IDG Italy
Ana Maria García - IDG Spain
Frank Gjermand Pedersen - IDG Denmark
Dorte Toft - IDG Denmark
Claus Krogh - IDG Denmark
Marcelo Leite Augusto - IDG Brazil
Robert Steindl - IDG Germany
Wolfgang Sommergut - IDG Germany
Kerstin Lohr - IDG Germany
Margarete Kuther - IDG Germany
Sabine Bünning - IDG Germany

**THREE YEARS**
John Daly III - IDC
Dolores Clavero - IDG Spain
Hoacir Pedro Rodrigues - IDG Brazil
Guido Sieber - IDG Germany
Alexander Dankesreiter - IDG Germany
Heidi Schwab - IDG Germany
Beat Welte - IDG Switzerland
Hiroshi Wada - IDC Japan

**TWO YEARS**
David Harpe - PC World
Mauro Buccola - IDG Italy
Fabrizio Gioja - IDG Italy
Maria Antonietta Passarelli - IDG Italy
Marco Zani - IDG Italy
Clark Morey - InfoWorld
Miguel Gomez - IDG Spain
Esperanza Rojo - IDG Spain
Maria Luisa Gijon - IDG Spain
Alejandro Garcia - IDG Spain
Manuel Cerdá - IDG Spain
Linda Djurhuus - IDG Denmark
Susan Hammond - Computerworld
Marco Antonio Goes - IDG Brazil
Cristina Castanho de Vasconcelos - IDG Brazil
Alberto Nobuo Kaduoka - IDG Brazil
Liane Vitorio Hourao - IDG Brazil
Karl Görlach - IDG Austria
Fritz Triendl - IDG Austria
Todd Fouty - IDG Books
Patricia Pan - IDG Books
Carola Eichele - IDG Germany
Ursula Nehring - IDG Germany
Thomas Steger - IDG Germany
Hiroyuki Yoshida - IDC Japan
Natasha Sum -IDG Singapore
Jesse Chooi - IDC Malaysia

**ONE YEAR**
Jennifer Mona - IDG Research
Amala Menon - IDC Singapore
Gianluca Soravia - IDG Italy
Davide Nitti - IDG Italy
Mark Hiatt - Network World
Matthew Nelson - InfoWorld
Laura Wilkinson - InfoWorld
Bjarke Wiegand - IDG Denmark
Thomas Jeshøj Jensen - IDG Denmark
Leslie Murray - Computerworld
Jun Kawahara - IDG Japan
Ryuta Nasukawa - IDG Japan
Margarete Zeitler - IDG Austria
Colleen Devlin - IDG Books
Heather Prince - IDG Books
John Jones - IDG Books
John Bjerke - IDG Books
Tanya Braitchouk - IDC U.K.
Bea Fülle - IDG Germany
Dietmar Müller - IDG Germany
Eveline Wittek - IDG Germany
Frank Niemann -IDG Germany
Kathrin Sliwka - IDG Germany
Andreas Müller - IDG Germany
Yasuhiro Iwasawa - IMS Japan
Michito Kimura - IDC Japan

## UPCOMING IDC EVENTS

**Oct. 5-6**
**IDC Global Research Advisory Council**
**Phoenix, AZ**
**Contact: msinville@idc.com**

**Oct. 6**
**Latin America Briefing Session**
**Bogota, Colombia**
**Contact: tel: 650-962-6426**

**Oct. 8**
**Latin America Briefing Session**
**Caracas, Venezuela**
**Contact:tel: 650-962-6426**

**Oct. 8**
**IDC Strategic Research Advisory Council**
**Monterey, CA**
**Contact: msinville@idc.com**

## CELEBRATING 10

# Philippa Grattan

**HOME:** Auckland, New Zealand

**JOINED IDG:** July 19, 1988, as a Designer/Typesetter.

**CURRENT TITLE:** Designer/Typesetter. I work on display, recruitment and classified advertisements. My work also involves liaising with clients and general production duties. I am also editor of the *Monday Mutter*, our office newsletter.

**WHAT'S KEPT YOU AT IDG FOR 10 YEARS:** The really fun-loving people I work with; the security of the company; the work is challenging and the flexibility of the hours I work.

**BEST COMPLIMENT YOU'VE EVER RECEIVED ON YOUR WORK?** This evening I am being taken out for dinner at a superb restaurant in appreciation for the work I did on designing a client's full-page color advertisement.

**MEMORABLE MOMENT AT WORK?** Last year I announced that I had been working at IDG for 10 years. On the way home that evening I realized it was only nine years, horrors! The next day at a staff meeting I was presented with a gift. Much laughter.

**INTERESTS OUTSIDE THE OFFICE:** I have many passions. My two adult children, Felicity, 29, who is a photographer, and Christopher, 33, who is a designer; my animals Tanzy, a 14-year-old golden cocker spaniel, and Rupert, an SPCA puss. Gardening fulfills my private, spiritual and creative side. Travelling — when I turned 40, I decided that for the next 10 years I would travel every two years. That I did, backpacking (with my daughter or a friend) to Europe, China, India, Morocco, Turkey, Israel, Jordan and Egypt. Two years ago I travelled to Tunisia and spent eight days venturing into the Sahara with four friends, two Berbers and six camels). My last trip a month ago was to France where I cycled with a friend through Normandy and the Loire Valley visiting gardens. At 56, the travel bug has no intention of leaving me! I love British and foreign films, reading, and I teach a class in stained glass at night school.

PHILIPPA GRATTAN JOINS IDG CHAIRMAN PAT McGOVERN FOR *lunch in honor of her 10 years of service.*

**FANTASY JOB(S):** Landscape gardener, travel writer or a diplomat's partner. (I'm not diplomatic enough to *be* the diplomat!)

**MANAGER'S PROFILE:** "Always armed with a ready smile and a positive attitude, Philippa is a true team player. Whether she's going the extra mile to ensure that a client is completely satisfied with their ad or helping other staff members during her all too rare 'quiet moments,' Philippa exemplifies the best of IDG's cooperative spirit. Philippa has travelled extensively to the farthest corners of the globe. Her 'extreme holidays' have become legendary at IDG NZ, and I've no doubt that the experiences she has enjoyed on these sojourns have contributed to her unquenchable, can-do attitude."

- ***Martin Bell**, general manager, IDG Media Services*

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries. IDG also produces 168 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The *IDG World Update* staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 40 October 5, 1998

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**COMPLETE GWSC'S ONLINE SURVEY AND ENTER TO WIN A DIGITAL CAMERA**
PAGE 2

**INFOWORLD PLANS TO BOOST CIRCULATION TO 370,000 EFFECTIVE NOV. 30**
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

# IDC Analysts Share PC Market Intelligence at Annual Conference

IDC
International Data Corporation

IDG WORLD UPDATE

**IDC SENIOR VP JOHN GANTZ IDENTIFIES** *the PC industry's themes and trends at IDC's sixth annual PC Market Outlook conference.*

A revitalized Apple Computer, a rebounding Asia-Pacific economy and a growing market acceptance of low-cost PCs are just some of the near-term predictions IDC analysts shared at IDC's sixth annual PC Market Outlook conference.

Held in Santa Clara, Calif., late last month, the event attracted more than 300 PC vendors, IS professionals and financial analysts who gathered to hear what 17 IDC analysts from around the world had to say about the future of the PC market.

The day-long event, which included 11 discrete agenda items and a lunch that gave attendees an opportunity to talk one-on-one with the analysts, covered a wide range of subjects, including what's next for the sub-$1,000 PC market, how PC servers are shaping the industry and the best practices in sales/marketing, distribution and technology.

In his opening remarks, IDC Senior Vice President **John Gantz** noted that the purpose of the conference was to provide a short-term view of the PC market "and get a running jump on the fourth quarter and Comdex. [We're here] to bring you analysts from around the world to talk about the future of the PC market. It's a long, intense day, it's a lot of information, and you'll be tired at the end of it."

The global PC market is going through a period of profound changes, with major transitions in product price and design, distribution/supply chain and customer relationships," said **Bruce Stephen**, IDC's group vice president of Personal Systems research. "The ability to design, source, manufacture, deliver, price and support products competitively across the globe has emerged as the key factor to success."

This year's Market Outlook, which

• CONTINUED PAGE 5 •

# Belgian Partner Launches *Publish Belgium*

Just five months after signing on to produce *PC World Belgium*, IDG's local publishing partner, Best of Publishing, will add *Publish Belgium* to its line-up. The new publication, which will target graphic designers, prepress professionals and print buyers, is actually a melding of content from the company's five-year-old *Best of Mac News* and IDG's *Publish*. Best Of expects *Publish Belgium* to have a circulation of 23,000 for its 10 issues a year.

Publish
5 ans de Mac en Belgique
Votre vision de l'édition électronique date-t-elle de 1984?

"I think the market of electronic publishing is really booming now and will strongly increase in the years to come," said **Jean de Gheldere**, publisher of *Publish Belgium* and president of Best Of Publishing. "Our five years' background in developing the high end of the Mac market will be very useful due to the fact that about 70% of the electronic publishing reference platform still is the Mac."

According to de Gheldere, the local Mac market is no longer large enough

• CONTINUED PAGE 7 •

## IN BRIEF

# Winners Selected in Employee Photo Calendar Contest

Congratulations to the following winners of the 1999 IDG Employee Photo Calendar Contest:

FIRST PLACE: **Jennifer Fong**, design manager, IDG Books Worldwide

SECOND PLACE: **Claudia Jachtmann**, European key accounts manager, IDC U.K.

THIRD PLACE: **Mitchell Rose**, VP, Information Technology, IDC

The other winners are: **Martine Edwards**, associate acquisitions editor, IDG Books; **Amy Slavin**, national accounts analyst, IDG Marketing Services; **Cathleen Gagne**, senior editor; *Computerworld*; **Zbysek Bahensky**, Editor-in-Chief, *Computerworld Czechoslovakia*; **Michael Wallace**, business analyst, IDC; **Harriet Newman**, marketing coordinator, *PC World*; **Bruce Davidson**, senior designer, IDC; **Brad Baldwin**, director of Remote Access Research, IDC and **Steven Brown**, facilities manager, *InfoWorld.*

Calendars will be sent to IDG offices in December.

## NEWS YOU CAN USE

Did you know that IDG Research Services has an Industry Analysis group that provides IDG business units with the following services at very reasonable rates?

•Inquiry service (financials, products, profiles, historical facts, editorial coverage): 4- to 8-hour response.
•Market overviews/trends (U.S. or worldwide) in fact sheet or marketbrief formats.
•Key account tracking — daily/weekly
•Vendor SWOT analyses (Strength/Weakness/Opportunity/Threat)

Typical users are IDG salespeople who need information for a presentation or to become more knowledgeable about their clients, the market or their client's competitors. However, non-sales staff are also customers. The Industry Analysis group fields queries on IT employment trends, the seasonality of computer sales, product definitions and a wide range of other topics.

More than 150 IDG employees have used the Framingham, Mass.-based service since January. Contact **Paul Fitzpatrick** (tel: 508-370-0855, e-mail: paul_fitzpatrick@idg.com) or **Eric Sheppard** (tel: 508-370-0866, e-mail: eric_sheppard@idg.com) for details.

# Pat McGovern to Speak at IDG-sponsored Asia-Pacific IT Summit

IDG will be a principal sponsor for the second annual Asia-Pacific Information Technology Summit, to be held Nov. 19-20 in Santa Clara, Calif.

Organized by the U.S National Committee for Pacific Economic Cooperation, the conference aims to encourage an international Asia-Pacific discussion of government policies and business strategies to foster the growth of information technologies and networks. The Summit is geared to senior IT executives and senior government officials.

As one of the featured presenters, IDG Chairman **Pat McGovern** is slated to speak about "Information Acceleration: Stimulating Asia/Pacific IT Growth." Other speakers include Intel Chairman Andrew Grove, Microsoft Chief Operating Officer Robert Herbold and Cisco Systems Chairman John Morgridge. U.S. Vice President Al Gore and Federal Communications Commission Chairman William Kennard have been invited. "Having Pat McGovern featured among top Silicon Valley CEOs and Asia Pacific ministers will clearly demonstrate IDG's influence across the region, high-tech and government," said **Melanie Edwards**, director of international strategic marketing for IDG Marketing Services.

IDG is the only high-tech publisher that has a sponsorship role. Other corporate sponsors are Hewlett-Packard, Cisco Systems and Mitsubishi Electric America.

Invitations have been mailed by IMS to selected IDG and IDC clients in North America and Asia. The cost of the two-day event is $1,050 before Oct.16 and $1,250 after Oct. 16; the cost is $600 for attendees from Asia.

For more details, contact International Marketing Analyst **Volker Heistermann** at volker_heistermann@idg.com or visit the Summit Web site at http://www.pecc.org.

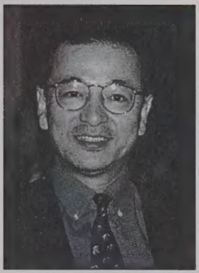
# Web Support Center Dangles Digital Camera Lure

Complete the Global Web Support Center (GWSC) 1998 Effectiveness Survey and be eligible to win a digital camera. What is your level of participation, satisfaction, and expectation regarding the GWSC? The feedback you offer will help make the Web Support Center the best possible resource for IDG's online community.

Visit http://www.supportcenter.com/sites/survey98.cfm and let the GWSC know what you think and what you would like to see in the future. If you don't have or can't remember your login, visit http://www.webstudio.com/idg/survey98.com.

For more information or to access the GWSC, contact **Victoria Anderson**, director, Global Web Support Center, at anderson@supportcenter.com or vicki@wpi.com, or tel: 415-978-3175.

# ON LINE



**KOZO HIRAMATSU**

*The managing director of IDG Japan is this week's guest columnist.*

## IDG JAPAN AT-A-GLANCE

**Established**: 1982

**Location**: Tokyo

**Number of employees**: 86

**Products**
- Magazines: *Windows NT World, PC World Japan, Graphics World, Sun World, Back Office World, Java World* (all monthly); *OS/2 World* (bimonthly)

- Books: 40 titles/year

- Mooks: *HP/Open World, Let's Start AOL*

- On Line products: Daily News Service; Computerworld Today.
Webzine/Magazine: Job World

- Web sites: www.idg.co.jp,
www.jobworld.co.jp

**Latest accomplishment**: IDG Japan first became profitable in 1995. Since then, the company has increased its sales 2.5 times and its profit 8 times. IDG Japan anticipates that total income and profit in FY98 will reach 2.5 billion yen (US$19.3 million) and 200 million yen (US$1.6 million), respectively.

**Top three goals for FY99**:
1) Develop and launch new products and services.
2) Refurbish and enhance current product line.
3) Continue to invest in networks and training.

**Q Can you give us an overview of the IT publishing environment in Japan?**

A Like other Japanese industries such as automobiles, consumer electronics and PCs, competition is very intense in this country's IT publishing market. There are more than 170 different IT periodicals published. Moreover, the tendency now is that non-traditional IT publishers are coming into our market. Those major players are seeking incremental ad revenue to make up for the shortfall that's occurred in the conventional ad market. As a result, traditional IT publishers such as ASCII are now facing very critical situation. The situation now is truly chaotic.

But we love this situation. We think this is our opportunity, because we are smaller, younger, tougher, quicker and more hardworking.

**Why are you changing the name of the successful *Windows World* to *PC World*?**

Although *Windows World* defeated ASCII's *Windows Magazine* and Softbank's *The Windows* last year and became the only survivor in the Windows market, sales and profits had been softer even after our competitors folded. Sales and profits were down not only because of the slow Japanese economy but also, we guessed, due to the deterioration of the name "Windows." Windows is now no longer the name of a PC platform — it *is* the platform of the PC. "Windows users" means "PC users."

So we had to develop a new strategy to further enhance *Windows World*. At the same time, we heard the great news IDG was going to terminate the *PC World* licensing agreement with Nikkei BP as of last year. Great timing, wasn't it? We jumped at the opportunity and developed our "launching *PCW* in Japan" strategy. The new *PCW Japan* is scheduled to debut this month. So far, reactions from clients and the ad agency community are very positive. We are confident that, by importing high-quality editorial content from the U.S. *PC World* and establishing tighter relationships with the worldwide *PC World* family, *PCW Japan* will make another milestone in our company's history, because we are no longer a stepchild of the *PCW* product line — we *are* now *PC World Japan*.

**How has the Asian financial crisis affected your business?**

The overall Asian financial crisis doesn't affect our business that much because we do business mainly within Japan, but of course we're coping with critical problems in our own country's economy. Although we will mark another record year in 1998 [IDG Japan received an IDG Chairman's Award last month as the business unit with the highest revenue per employee], the profitability of the last few months has been progressively worse. Therefore IDG Japan is now working very hard to prepare for an even bigger storm in 1999.

**What is the "mook" concept, why was it created and how is it faring?**

I was surprised to hear that no one outside of Japan knew about the mook concept. Publishing is a wonderful but expensive and risky business because when we launch a new magazine, we need to commit ourselves to readers, advertisers, distributors, newsstands and many others. But with a mook — a one-time magazine — we are able to test the product and sell prototypes at newsstands without making a big commitment.

Our new products such as *Java World* and *Back Office World* were first tested as supplements of *Sun World* and *Windows NT World*, respectively, then released as mooks for further testing. We carefully listened to the readers and advertisers of the mook before we finalized the launch plan.

The mook is an ideal publishing concept, especially as a test of a magazine. The difference between a mook and a supplement is related to distribution. A supplement is an attachment to the magazine and does not have an independent distribution product code. Distributors see the mook as a one-time magazine and code it as a book, not as a periodical.

# *IW* Circulation Boost Reflects Growth in Markets Served

*InfoWorld* will add 20,000 subscribers to its controlled circulation base effective Nov. 30, bringing its total circulation to 370,000. The increase reflects the tremendous growth in several key market segments served by *InfoWorld*, according to *IW* Vice President of Circulation **Barbara Ruffner (see sidebar)**.

Two examples of this growth include increased demand for external service providers as well as developers and programmers. Enterprise companies are relying more on consultants and external service providers to meet their resource planning needs.

According to Gartner Research, more than one-third of all firms will outsource IT delivery and execution by 2002. The demand for developers and programmers is reflected in an analysis by the U.S. Bureau of Labor Statistics, which ranks programmers as the third-fastest growing job among IT professions.

"As we respond to these changes in the market and increased reader demand, we will continue to maintain the stringent subscriber qualifications that the industry has come to expect from *InfoWorld*," said **Stephen Moylan**, president and CEO of InfoWorld. "Our subscribers are some of the most powerful technology buyers in the industry, and as we add circulation we will remain committed to the quality of this elite group."

The circulation increase comes on the heels of *IW*'s enhanced editorial coverage of the Enterprise Resource Planning (ERP) market, including both ERP services and enterprise management software, according to **Sandy Reed**, editor-in-chief. "*InfoWorld* has always been dedicated to keeping pace with the changes in the enterprise computing marketplace," Reed noted. Areas of increased editorial focus include Year 2000 products, systems integration, outsourcing and high-end consulting solutions, she said.

According to CompPro VI study, *IW* ranked second among 50 publications in reader loyalty, where subscribers consistently read three out of four, or four out of four issues of the publication. Those loyal readers are also big spenders with a higher total average budget than readers of either *PC Week* or *Information Week*. According to CompPro VI, *IW* subscribers have a total average IT budget of more than $8 million.*

* *June 1998 BPA statement.*

## *IW* VP Barbara Ruffner Offers Lowdown on Circulation Increases

**Q What are the criteria for increasing circulation?**

**A** We always look at the competition and how we will be viewed from the media perspective for their buying decisions. We must remain competitive in the total circulation, but the question is more often, '"How close do we have to be, or do we have to exceed the competition's circulation?" That will be analyzed based on how well the media community understands what kind of subscribers we deliver to them, and overall, how we are perceived by them. Other factors include: What is the universe of our target audience (sometimes it will be smaller or larger than the competition depending on the qualification criteria) and how well have we covered that so far and is there reasonable room to grow based on that? I look at market factors in that universe such as: What is the expected growth? And in what sectors? (I use a lot of IDC, Gartner and Department of Commerce data.) And will that growth be compatible with our editorial product? I also review syndicated research to see how or if the circulation increase could have an impact on our syndicated results in the future.

**What does raising circulation do to other costs?**

It will, of course, affect printing and distribution costs. As for circulation increases, it is typically more expensive to acquire more subscribers as you penetrate more of the universe. It will also have an effect on renewal costs into the future simply due to the larger group to renew. In addition, if the new subscribers we add this year are not compatible with the editorial product, they will not renew next year. It could increase those costs substantially. Then, as all the other publications increase their circulation into these higher numbers, it becomes harder to find "unique" subscribers, so we start to compete for the same people and that raises costs as we get fewer responses back from our new name promotions.

**How do you decide how much to increase circulation?**

This is related to the first question, and we will determine how much to increase it based on competition, where we are perceived with the media community (i.e., will we be eliminated from the buy if we are not very close or have a higher circulation than they do, or can we sit somewhere a bit lower), how much it will cost us to do it, what markets we can build more subscribers in and maintain the same editorial product, and what it will take next year to maintain it, as well as calculating all this into our business plan.

**How do you determine the timing of a circulation increase?**

For controlled circulation, it is not uncommon to increase circulation around the time advertising rates increase, so it is typically at the end of the year or the first of January.

*Anyone with questions for Barbara Ruffner may contact her at barbara_ruffner@infoworld.com.*

IDG

# *Job Opportunities - October 5, 1998*

**Office Services Assistant/Receptionist (CIO)**
CIO Communications is seeking an Office Services Assistant/Receptionist. Responsibilities include greeting guests, maintaining reception area, telephone coverage, scheduling vendor meetings and miscellaneous office duties to include filing, copying, faxing and purchasing office supplies. This individual will also assist with various special projects as assigned. The ideal candidate will possess 2-3 years office experience in a professional environment and good interpersonal skills. Knowledge of Word and Excel preferred.
*Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

**Account Executive (CIO)**
CIO Magazine is looking for an Account Executive to join the CIO sales team. Located in the Fairfield, NJ office, this position is largely an inside sales position, but some outside selling and service will be necessary. In this position you will be responsible for servicing existing business as well as prospecting new clients. You will also be responsible for the research of clients/prospects and development of special opportunities. Candidates must have a minimum of 3 years inside/outside sales experience. The ideal candidate will have a strong phone presence, strong sales administration and organizational skills, and the ability to close business on the phone! Candidates should be able to work well both independently and as a member of the sales team. Familiarity with the high tech market is a plus.
*Location: Fairfield, NJ*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Traffic Coordinator (CW)**
The Traffic Coordinator will provide administrative support to the Traffic Department. Duties include preparation of postal forms, maintaining and submitting records of postal and freight expenditures to CW and IDG accounting and generating weekly reports pertaining to the distribution of the publication. Other responsibilities include preparation of graphic displays of various delivery metrics. Candidates must be well organized, detail oriented and able to prioritize tasks and follow through to completion. This individual will work closely with internal departments such as Circulation and Production as well as external vendors such as freight carriers and printing plants. Excellent written and oral skills are required. Knowledge of Windows 95 and Lotus 1-2-3 is a plus. *Location: Framingham, MA*
Contact: M. Maynard, Fax: 508-879-3760, Phone: 508-820-8162, Email: maria_maynard@cw.com

**District Manager (CW)**
Computerworld is looking for an energetic, highly motivated sales person to join our dynamic team. Reporting to the Northwest Regional Vice President, this person will create effective sales strategies and pursue all advertising opportunities by growing existing accounts and selling multiple Computerworld products to clients and ad agencies. This position requires excellent organization, verbal and written communication skills. Advertising sales experience strongly desired, preferably in the high tech industry. Knowledge of technology and telecommunications a plus. Demonstrated closing and creative problem solving skills necessary. *Location: San Mateo, CA*
Contact: P. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@cw.com

**Research Analyst, (IDC)**
IDC is currently looking for an energetic team player to become part of a growing channels research organization as a Research Analyst. The Research Analyst has several key responsibilities including primary research on various distribution channels and selected manufacturers selling through distribution. This individual will also conduct surveys and participate in joint research activities with other IDC analysts and be a part of the evolving channels program within IDC. The channels program is a fast growing area and is currently developing models for on-going research and modeling. The research analyst will have an opportunity to participate in the design and implementation of the models and surveys. Primary deliverables will be monthly bulletins, quarterly revenue and unit reports and annual five year forecasts, with the assistance of the Channel Research Directors. The successful candidate will bring a blend of skills including familiarity with Microsoft Office, especially Excel and PowerPoint as well as excellent phone and interview skills. Some knowledge of the way products are sold and support through channels is a plus. Minimum education Bachelors Degree and 3 years work experience.
*Location: Framingham, MA*
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

**Senior Research Analyst, Extranet Commerce Services (IDC)**
IDC is seeking a Senior Research Analyst to track and analyze the most dynamic aspects of electronic commerce and communications. Network service providers -- from local exchange and long distance carriers to Internet Service Providers -- are moving to support purchasing transactions for their customers. IDC's Extranet Commerce Services program tracks and forecasts NSP market developments, the services they offer and the revenue opportunities they face. Candidate must be curious and know how to analyze complex strategic and tactical market developments. This person will work with clients on a daily basis to communicate IDC opinion. Excellent writing and speaking skills required, as is a knowledge of forecasting techniques. *Location: Framingham, MA or Mt. View, CA.*
Contact: S. Brown, Fax: 508-935-4610, Phone: 508-935-4099, Email: idc_jobs@idc.com

**Presentation Specialist (IDG/CSC)**
In this position, you will provide presentation development and support to IDG's executive team. You will also design graphics and provide website support for the corporate communications department. In this role, you will be responsible for taking raw information and turning it into dynamic charts and presentations, creating customized graphics, designing collateral materials, and managing/supporting modest web site initiatives and content. You must be comfortable working under tight deadlines in a fast-paced environment. Ideal candidates will be creative and have strong interpersonal skills. Candidates must have a strong command of PowerPoint and a good working knowledge of other presentation packages (PhotoShop, Illustrator, multi-media). *Location: Boston, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Programmer/Analyst (IDG)**
The Corporate IS department seeks a dependable, motivated individual to help support IDG's Corporate Systems Group and the various business units which depend on it. This position is responsible for developing and maintaining financial systems as well as working on varied and challenging projects including the implementation of a Client/Server billing system. We're looking for someone with 1-2 years experience or a recent graduate with a strong interest in programming and a background in business or information systems. Excellent problem solving, communication, decision making, and planning skills required. The ideal candidate will have experience with the following: Visual Basic, GUI Design/Programming, Object Oriented Design/Programming, Web Design/Programming , MicroSoft SQL Server, Client/Server (NT), and an understanding of basic accounting principles (AR, AP, GL, fixed assets, billing).
*Location: Framingham, MA*
Contact: K McPhillips, Fax: 508-935-4600, Phone: 508-935-4531, Email: kristen_mcphillips@idg.com

**Administrative Assistant (IDG/B)**
Responsibilities include general administrative support to the Chairman and CEO's office including word processing, client contacts, filing, faxing, photocopying, meeting scheduling/arrangements, compilation of expense reports and database management. Must have professional phone manner, be highly organized with good project management skills, detail oriented with the ability to prioritize and multi-task independently in a fast paced environment. Proficient in Windows 97, Word and Excel. PowerPoint skills a plus. Candidate must be a bright, enthusiastic team player with 2+ years related experience. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Trademark Administrator (IDG/B)**
IDG Books Worldwide, best known for its " . . . for Dummies" brand, seeks an experienced professional to assist the manager of legal services with our growing trademark portfolio. This individual will be responsible for handling trademark searches and applications, maintenance of trademark database and reports, correspondence with outside trademark counsel and identifying and responding to trademark infringements. The ideal candidate will have a minimum of 2 years of experience with trademark filings, administration, and infringements. Qualified candidates must possess strong computer database, organization, writing, and interpersonal skill, and have strong attention to detail.
*Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Channel Marketing Manager/Technology (IDG/B)**
IDG Books is seeking an experienced professional to tailor our channel marketing strategies for all calendar and product driven promotions. The position requires BA/BS preferably in marketing, advertising or related field. 3+ years sales, retail and/or marketing experience and a strong understanding of technology and the technology user. Must have strong communication skills, effective writing and editing expertise, and the ability to prioritize, multitask and meet deadlines in a fast-paced, team focused environment. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Executive News Editor (IS)**
The Industry Standard is looking for an executive news editor to manage a team of reporters and stringers in both the U.S. and abroad, edit news and feature stories, and help train junior level staff. He or she will also be responsible for developing close working relationships with senior executives in the technology and Internet industries and the financial community, and for working collaboratively with other members of senior editorial management. The successful candidate will have a BA/BS in English or journalism and at least 5 years experience as an executive news editor or writer in information technology. In depth knowledge of information technologies required.
*Location: San Francisco, CA*
Contact: S. Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murhpy@idg.com

**Online Advertising Director (IS)**
Reporting directly to the publisher, the director will join a fully established & successful online group - - this is an incredibly fast growing online site. The director will be responsible for all online sales for the Standard.com. Specific duties include collaborating with sales staff to sell online & print advertising; training print sales department to handle online sales inquiries; close online sales; develop online presentations & sales materials; forecast online sales & work closely with online publisher to develop strategy, business plans & goals. Ideal candidate will have 2+ years interactive advertising sales experience; have current agency & client contacts as well as referrals and possess excellent time management & interpersonal skills. *Location: San Francisco, CA*
Contact: S. Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murhpy@idg.com

**Account Executive (Mac Pub)**
Macworld is looking for a high energy sales person to join our display sales staff. The Account Executive's primary responsibilities will be to service current accounts, prospect for new business, and work well with their outside sales counterpart. Candidates must have a strong phone presence, strong sales administration and organizational skills. The ideal individual will have 2-3 years of sales experience, be familiar with high-tech, and be very team oriented.
*Location: San Francisco, CA*
Contact: K. Kyrias, Fax: 415-243-3656, Phone: 415-278-8542, Email: karla_kyrias@macworld.com

**Event Manger (NW)**
Looking to be challenged in a growing, dynamic environment? Come join Network World! Our Marketing Department is currently seeking an experienced Event Manager to manage Network World's trade show presence at industry events. Individual will cultivate relationships and negotiate with major industry vendors in order to enhance Network World's brand recognition and industry alliances at each event. Successful candidate will have a "can-do" attitude and ability to manage all event aspects from soup to nuts. Individual will work with a virtual team to manage Network World's Global Product Support Center by developing, promoting, implementing and supporting global marketing service programs, marketing materials, international product lines and global research. Qualified candidates must have proven experience as an Event Manager. Experience in high tech or publishing preferred. Individual must be extremely detailed and results oriented and work well in a team environment. Individual must have a proven track record cultivating brand awareness by creating and implementing successful marketing programs and events. Individual must be able to create and oversee creative marketing programs in support of sales and management. *Location: Framingham, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

**Associate Editor (Web Publishing, Inc.)**
Web Publishing Inc. in San Francisco is seeking an Associate Editor for SunWorld. The ideal candidate will have an interest and willingness to get involved in technical issues and be will be familiar with Unix/Sun Microsystems products and market. Keen knowledge of the Internet market, including applications, programming, and technologies is preferred. Excellent writing, journalistic, diplomacy and negotiating skills are a must. This individual must also posses good analytical and phone skills. Creativity, self-motivation, desire, and ability to learn and keep up with new products and technologies, and the ability to work well with others. A minimum of two years' editorial experience in computer journalism and publishing is essential along with the ability to ensure accuracy of technical details in articles and other content.
*Location: San Francisco, CA*
Contact: C. Wong, Fax: 415-267-1732, Phone: 415-267-4518, Email: carolyn.wong@sunworld.com

**Sales Manager (WEC)**
IDG World Expo has an opportunity for a highly motivated and innovative salesperson. Responsibilities will include domestic and international booth/sponsorship sales and cultivating new account opportunities. Candidates should possess a minimum of 5 years of experience in technology sales. Trade show and/or conference sales experience preferable. Strong IT vendor knowledge and a proven track record required. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com
Places to find complete listing of job opportunities across IDG:

- Louts Notes - Job Opportunities Database
- IDG Central - http://idgcentral.com
- IDG Web Site - http://www.idg.com
- Job Hotline - MA: 508-935-4406
- The World Update on the last Monday of every month.

Week of October 5, 1998

| BU | Category | Ttle | Location | Contact | Phone # | Fax # |
|---|---|---|---|---|---|---|
| CHSG | Admin | Administrative Assistant | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| CHSG | Bus Dev | Business Development Director | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| CHSG | Finance | Financial Analyst | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| CHSG | Sales | Account Executive | San Mateo, CA or Irvine, CA | M. Taussig | P: 650-294-7819 | F: 650-294-7801 |
| CHSG | Sales | Senior Regional Sales Manager | East Coast | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| CHSG | Systems | IS Manager | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| CIO | Ad Sales | Account Executive (2) | Fairfield, NJ and San Francisco, CA | A.Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Admin | Administrative Assistant | Framingham, MA | B. Senges | P: 508-935-4192 | F: 508-935-4600 |
| CIO | Admin | Office Services Assistant/Receptionist | Framingham, MA | B. Senges | P: 508-935-4192 | F: 508-935-4600 |
| CIO | Edit | Features Editor | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Exec Progs | Fulfillment Assistant, Executive Programs | Framingham, MA | B. Senges | P: 508-935-4192 | F: 508-935-4600 |
| CIO | Exec Progs | Manager, Program Development | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Finance | Accounting Specialist | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Mktg | Marketing Communications Assistant | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | On-Line | Web Developer | Framingham, MA | B. Senges | P: 508-935-4192 | F: 508-935-4600 |
| CIO | online edit | Web Writer | Framingham, MA | A.Jones | P: 508-935-4315 | F: 508-935-4600 |
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| Web Publishing, Inc. | Systems | Associate System Administrator | San Francisco, CA | D. Burnette | P: 415-974-7313 | F: 415-267-1732 |
| Web Shopper | Ad Sales | Regional Ad Manager | San Francisco, CA | B. Giller | P: 415-267-4512 | F: 415-975-2664 |
| WEC | Confer | Conference Manager | Framingham, MA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| WEC | Expo | Show Director | Framingham, MA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| WEC | Operations | Operations Manager | Framingham, MA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| WEC | Sales | Sales Manager | Framingham, MA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |

# "Wish you were here..."

# IDG Employee Referral Bonus Plan

## Do you ever wish that one of your friends worked here?

Just fill out this form and attach it to their resume, and if they are hired you will receive a bonus of up to $500.

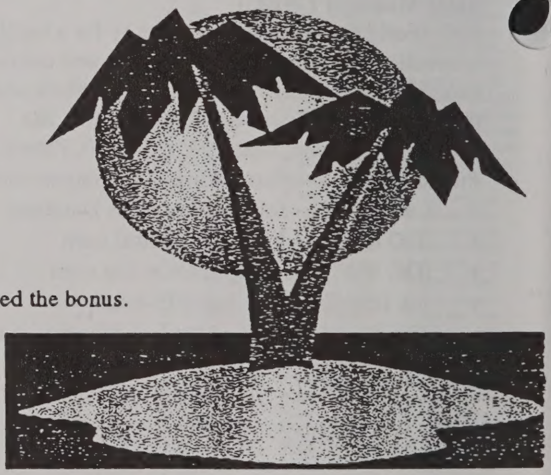
- $500 for each referral that results in a regular full-time or part-time hire within participating divisions.
- $200 for casual part-time referrals working a minimum of 20 hours.
- With 2 successful referrals, you'll be entered into the year-end drawing for the following:

**Grand Prize -- $2,000   Runner-Up -- $1,500**

***Business units may elect not to participate for part-time hires.***

## RULES

- You may be an employee of any IDG Division to participate; however, you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision



Date:

Applicant's Name:

Position Referred to:

Company Name:

Referred by: (Employee Name)

Company Name:

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

## For Human Resources Only

Employee Receiving Bonus:

Company Name:

Referred Employee:

Company Name:

Date of Hire:

Ninety Day Date:

Charged to BU/Department#

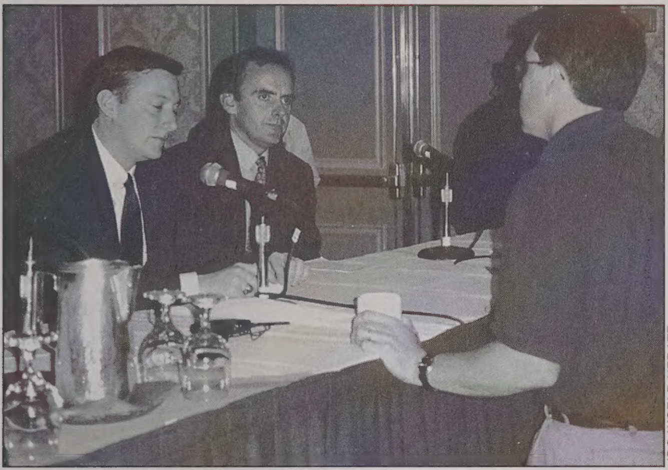
H.R. Signature:

Bonus check to be given to:

Bonus Amount: $500 $200

## PC MARKET OUTLOOK

*continued from page 1*



IDG WORLD UPDATE

**IDC DIRECTOR DANE ANDERSON (LEFT) AND SENIOR ANALYST *Terry Ernest-Jones*** *field a question on the PC industry during a conference break.*

was co-sponsored by *PC World* and *InfoWorld* was the best-attended event in the conference's history. "[There was] a commitment by the personal systems team, corporate and group-level marketing, and sales to get the word out" said IDC Marketing Manager **Patrick Gorman**. "Also, this year we had an extremely strong [advisory] panel of top executives from direct and indirect PC vendors addressing key questions related to future developments in channel structure and viability."

Although a venue has not been set for next year's conference, PC Market Outlook is always held in late September in Northern California. IDG employees are given a discount based on the number of tickets they purchase and IDC client rates are extended to IDG clients.

For more information, contact Patrick Gorman at pgorman@idc.com or 508-935-4369.

## Global Marketing Presentations Available on IDG.com

Eleven presentations related to creating effective global marketing programs are available on IDG's public Web site at http://www.idg.com/globalbriefing.

Drawn from the IDG Global High-Tech Marketing Briefings this past June, the presentations feature market trends, insight and case studies from IDC analysts, IMS Managing Director/International **Frank Cutitta**, marketing guru Regis McKenna, IBM, HP, CNN Interactive, DDB Needham and others.

Users can download an Acrobat Reader from the site.

## WHAT THE PC EXPERTS THINK

"We think Apple is rejuvenated and back on track by providing new products to their installed base. ...Dell is the Michael Jordan of vendors, in their own zone, breathing air that other vendors don't. ...The PC has not yet reached the point where it is a true mass-market device like the TV. ...The Internet is a major killer function that's driving the market. ...We don't necessarily see all the dark economic clouds moving away from Asia/Pacific and Russia. Economic conditions in the U.S. remain strong, though. We're predicting about a 14% growth for both '98 and '99."

*— Bruce Stephen, group vice president,*
*Worldwide Personal Systems Research*

"The Western European market is growing faster than the U.S., with notebooks making up a sixth of the market. Nobody seem to be able to touch Toshiba in the notebook market. ...Year 2000 and the 'euro' currency conversion are draining IS budgets. ...We're predicting a 17% growth in the Western European market in '98 and 12% in '99."

*— Terry Ernest-Jones, research manager,*
*IDC European Personal Systems*

"The economic crisis has spread throughout Asia/Pacific and made it the whipping post of the market instead of its shining star. We are expecting it to rebound in '99. In many markets it's almost impossible to get worse. ...Many regional governments view IT as fundamental to an economic rebound, and that's pushing growth. ...Asia/Pacific growth for '98 is almost -2%, but 17% for '99."

*— Dane Anderson, director PC Research,*
*IDC Asia/Pacific*

"Notebooks make up 40% of the Japanese market, twice that of the U.S., but prices remain high. Economic recovery is expected, led by comprehensive government measures. Market growth in Japan for '98 will be -4%, for '99, 6%."

*— Miya Akatsu, senior PC analyst, IDC Japan*

"More people are aware of the negative factors in Latin America — inflation, government controls on spending — than the positive, which include continued price declines, privatization and the growth of the small-business market. We see 15% growth in '98 and 18% in '99."

*— Loren Loverde, manager, PC Research,*
*Latin America*

"Three million new PC households in '98 in the U.S. are pushing the penetration rate to 45% as more families view the PC as essential to their children's education. The only beneficiary to the low-cost PCs is the consumer. This will slow, but there will be a growing commercial acceptance [of them]."

*— Kevin Hause, senior analyst,*
*Personal Systems Research*

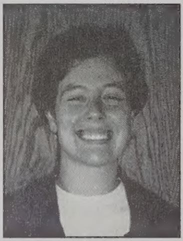
# NOTEWORTHY

## NEW EMPLOYEES

SWANSON

IDG WORLD UPDATE

East Coast InfoMarket Account Manager **Cori Swanson** comes to *InfoWorld's* San Mateo, Calif., office from Miller Freeman, where she managed the Marketplace section for *3D Design* magazine. She graduated from the University of Kansas with a degree in American studies and communications and enjoys playing golf, running and skiing.


WEINBACH

IDG WORLD UPDATE

A recent graduate of the State University of New York at Binghamton with a degree in creative writing, **Sarah Weinbach** joins *InfoWorld* as a copy editor. While in college she was the arts and entertainment editor at the college newspaper as well as a stringer at the local, Gannett-owned newspaper. She enjoys singing, writing poetry and "recreational eating" and is relieved to have survived the trip from New York to San Francisco.

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ROSENBAUM

IDG WORLD UPDATE

*CIO* Senior Editor **David Rosenbaum** is new to the world of IT but no stranger to magazine publishing. He taught the subject for two years at Emerson University in Boston and served as editor-in-chief of *Boston* magazine from 1985-1991. Most recently, David was a freelance writer and had articles published in *New York Newsday*, *The Boston Globe*, *Philadelphia Magazine* and *The Village Voice*, among other publications. A novelist as well, David's latest work is *Sasha's Trick* and his first book, *Zaddik*, was a 1993 Edgar Award nominee (as voted by the Mystery Writers Association of America) for Best First Novel. A third novel is in the works and will also be published by Warner Books' Mysterious Books line. David has an M.A. in English literature from Boston University.

---

IDC has made several new hires. **Benjamin Cooper** signs on as an account executive at IDC West in Mountain View, Calif. He was previously a senior account executive in charge of new business development for energy industries at Frost & Sullivan. He holds a B.A. in history from the University of California/Berkeley and enjoys music and sports.

**John Shirley** comes to IDC as an account executive, strategic accounts, from Auerbach Publications, a division of the Research Institute of America, where he worked as an account sales representative. He has an economics B.A. from Boston University and like to camp and hike and is involved in coaching children's school sports. He recently climbed New Hampshire's Mt. Washington with his 10-year-old son.

Formerly the music director for WRKO in Daytona Beach, Fla., and a disc jockey for radio stations in Boston and Providence, R.I., **Aaron Schatz** is now an associate analyst, Storage Systems, for IDC. He will also edit *Storage News*. He earned a B.A. in economics from Brown University in Providence and is a freelance music journalist. He recently wrote a large part of a 30-year retrospective of Boston's WBCN for *Virtually Alternative*, a radio trade publication.

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**Rory Bevins** comes to IDG Books' Indianapolis office as a national account manager and will handle the Barnes & Noble account's computer/technology lines. Rory holds a B.S. in marketing from Metropolitan State College in Denver and likes to garden and work out.

Previously an English teacher in Colombia and Poland, **Alison Walthall** is now an editorial assistant at IDG Books Midwest. She earned a B.A. in English/philosophy with a minor in Spanish from Hanover College in Hanover, Ind. In her spare time she runs, cooks, plays the piano and viola and walks her dog.

VUONG

**Joann Vuong** worked part-time at IDG Books' Foster City, Calif., office in sales support and database management while she finished her B.A. in industrial art at San Francisco State University. She is now a full-time associate design specialist there, creating *...For Dummies* covers and sales and marketing materials. Outside the office she loves sports, particularly bicycling, tennis and badminton.

---

**Jessica Aten** is the new human resources assistant at IDG's Human Resources Services Division in Framingham. Her recent jobs were in product marketing at Future Electronics and human resources at ACT Manufacturing. She holds a B.A. from Assumption College in Worcester, Mass., and enjoys skiing and aerobic kick boxing.

## TRANSFERS

EPLER

**Anita Epler** makes the move from *Macworld,* where she managed product reviews, to *PC World.* She will be senior editor in charge of reviews, managing the Top 100 section and product roundups. Anita studied print journalism at the University of Southern California and is currently a student chef at the California Culinary Academy when not training her 8-month-old Staffordshire bull terrier, Angus.

---

**Djuna Woods** joins IDC's Irvine, Calif., office as a new business account executive, strategic accounts, coming from *Solutions Integrator,* where she was an account executive. She earned a B.A. in English from the University of California/Irvine.

### WHO'S WHO

*All business units are welcome to send information and photos for the Noteworthy section to: world_update @idg.com or by mail: IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109 U.S.A.*

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

### FOURTEEN YEARS

Melvyn Bennett - IDG Hong Kong
Madeleine Spencer - IDC

### TWELVE YEARS

Mary Boston-Mitchell - InfoWorld

### NINE YEARS

Peggy Hennessy - Channel Services Group
Gisela Nerke - IDG Germany
Amanda McVitty - IDG New Zealand
Luanne Kiley - PC World

### EIGHT YEARS

Ayhan Sevgi - IDG Turkey
Wilson Wan - IDC China
Katalin László - IDG Hungary

### SEVEN YEARS

Martin LaMonica - InfoWorld
Csaba Mészáros - IDG Hungary
Stephen McClure - IDC

### SIX YEARS

Cenk Tarhan - IDG Turkey
Cara Cunningham - InfoWorld
Dawn Kezer - InfoWorld
Martin Kybal - IDG Czechoslovakia
Vera Batorova - IDG Czechoslovakia
Kimberlee Clark - IDG Books
Uli Diehlmann - PC World
Bob Carrigan - PC World
Antoinette May - IDC
Robert Peyton - IDC
Bruce Davidson - IDC

### FIVE YEARS

Peter Mayer - InfoWorld
Stanislav Borecky - IDG Czechoslovakia
Renata Majgotova - IDG Czechoslovakia

### THREE YEARS

Sara Barnes - InfoWorld
Dee Harris - IDG Books
Mark Breslauer - IDG Books
David McAferty - The Industry Standard
Laura Ferrero - IDG Spain
Iván Seres - IDG Hungary
Balázs Spányik - IDG Hungary
Bill Rinko-Gay - PC World
Brian Degen - IDC

### TWO YEARS

Nesim Razon - IDG Turkey
Robert Trott - InfoWorld
Jana Brtnova - IDG Czechoslovakia
Pavel Houser - IDG Czechoslovakia
Libor Janda - IDG Czechoslovakia
Brenda Coz - IDG Books
Jared Peterson - IDG China
Masanori Seki - IDG Japan
Robin Morris - PC Advisor
Janet Oncel - IDC
Zoe Keil - IDC
John Ishimaru - IDC

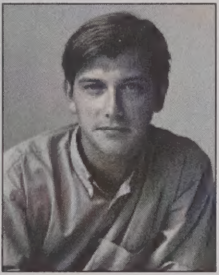
### ONE YEAR

Dinçer Bisgen - IDG Turkey
Seçil Pirim - IDG Turkey
Carol Burney - Channel Services Group
Susan Davidian - Channel Services Group
Terri Edmonston - Channel Services Group
Curtis Franklin - Channel Services Group
Michele Lee - Channel Services Group
Jennifer Mathews - Channel Services Group
Kenneth Yamada - Channel Services Group
Tony Strattner - Channel Services Group
Cathleen Moore - InfoWorld
Svatopluk Satniek - IDG Czechoslovakia
Jennifer Jones - FCW
Lisa Risley - IDG Books
Christian McIntosh - IDG Books
Philip Tavares - IDG Books
Ami Knox - IDG Books
Wesley Romansky - IDG Books
Eva Sandner - IDG Denmark
Michael Burns - Macworld U.K.
Sarah Smith - PC Advisor
Daniele Lazzarin - IDG Italy
Szilvia Simorda - IDG Hungary
Connie Yip - IDG Hong Kong
Vince Bielski - PC World
Nash Werner - PC World
Dmitri Parfenov - IDC
Mitchell Rose - IDC
Mark Manning - IDC

## PUBLISH BELGIUM

*continued from page 1*

to support *Best of Mac News*. "On top of this, defining a magazine according to a technology isn't appropriate these days. What really matters is the target audience — in this case the target audience for the Mac market is the high end, the power users in prepress, production and graphic design. That's where the money is for the advertisers. To address such an audience, an electronic-publishing-driven publication is more appropriate than a Mac-based publication. As a result, with the first edition of *Publish*, we've made a bigger turnover than we have in five years' time!"


DE GHELDERE

De Gheldere said that Best Of Publishing told *Best of Mac News* subscribers that there would be a surprise in the fifth anniversary edition of the Mac magazine. "That's the present," he said. "They got the first edition of *Publish* wrapped up with a *Best Of* look and feel."

According to de Gheldere, *Publish Belgium* will have no real market competition. "There are professional magazines for printers and prepress, but with about a third of our circulation their audience is much smaller. We, therefore, have a much bigger impact for advertisers. IDG Nederland is also converting its *Macworld* to *Publish*. We will therefore help each other in terms of advertising and content. [I believe] there is a place for *Publish* in any single market.

"We are pioneers," de Gheldere continued, "so we will need the electronic publishing market to develop in order to develop the magazine. We will also need to educate the market because few people really get what electronic publishing is about and what the impact of technology will be like in the coming years in Europe."

De Gheldere said he did not expect to lose any subscribers. "The quality of the new magazine is much higher compared to what we used to do with *Best Of*. That's the IDG added value!"

Other key staff members include Sales Director **Aldo Lotens**, Product Manager **Vendela De Scheemaecker** and Chief Editor **Gilles Renard.**

*For more information, contact de Gheldere at jean@best.be or go to <http://www.best.be>.*

## CELEBRATING 10

# Stephen Lennox

**HOME:** Mt. Colah, Sydney, NSW, Australia

**JOINED IDG:** May 1987 as a paste-up layout artist on *Communications World* and other IDG publications.

**CURRENT TITLE:** Desktop layout/design, *Australian PC World.*

**MOST CHALLENGING PART OF YOUR JOB:** Finishing the publication on time and keeping up with print technology.

**BEST PART OF YOUR JOB:** Seeing the printed publication and working with a bunch of interesting people.

**WHAT'S KEPT YOU AT IDG FOR 10 YEARS?** Loyalty from management and the opportunity to keep up with the ever-changing pre-press industry, plus all the good times we've had.

**INTERESTS OUTSIDE THE OFFICE:** Enjoying family life in general, keeping in touch with my childrens' varied interests while trying to have some of my own.

**FAMILY:** My wife's name is Shana, and we have three boys, Craig, 12; Blake, 9 and Ryan, 5.

**MOST REWARDING THING YOU'VE EVER DONE?** Watching my children grow up with their different personalities and being around for them as much as possible.

**WHAT TALENT DO YOU WISH YOU HAD?** I wish I could play a musical instrument.

**WHAT IS THE LAST GOOD DEED YOU DID?** I donated blood.

IDG CHAIRMAN PAT McGOVERN ESCORTS IDG AUSTRALIA'S ***Stephen Lennox*** *(left) to lunch in honor of his 10 years of service to the company.*

**AS A KID, WHAT DID YOU WANT TO BE WHEN YOU GREW UP?** A carpenter.

**FIRST JOB?** I did an apprenticeship in hand and machine composing in the printing industry.

**ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WAS ON FIRE?** The filing cabinet.

**MANAGER'S PROFILE:** "A dedicated father of three boys, Stephen is our quiet achiever. Having worked on almost every publication, his dedication, punctuality and honesty have become an invaluable asset for our production team. We all congratulate him on his anniversary and hope for many more years of fun and excitement."

*- **Max Jaeger**, production manager, IDG Australia*

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries. IDG also produces 168 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The *IDG World Update* staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 41 October 12, 1998

PC WORLD RATE BASE CLIMBS TO 1.2 MILLION IN JANUARY
PAGE 2

ON LINE: IDG PRESIDENT KELLY CONLIN TAKES A TURN
PAGE 3

IDG BOOKS AND PUBLISH PROBE DIGITAL DECEPTION AT SEYBOLD EVENT
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

# IDG Addresses Linux Market with New Online Publication, Expo

IDG WORLD UPDATE

**IDG WORLD EXPO PRESIDENT CHARLIE GRECO (BACK ROW, CENTER) AND HIS** *LinuxWorld team (from left):* ***Jim Donovan****, sales manager;* ***Natalie Vercauteren****, conference manager;* ***Jennifer Shahood****, executive assistant;* ***Kathy Moran****, conference logistics manager;* ***Donna Moschella****, manager, business services;* ***Juliana Benson****, marketing manager;* ***Karen Whitman****, event operations manager;* ***Kristin DeAngelis****, marketing manager; and* ***Mike Healy****, show director.*

IDG is poised to address the needs of users and developers of today's fastest-growing operating system with this week's launch of *LinuxWorld*, an online-only publication produced by Web Publishing Inc. in San Francisco. In addition, IDG World Expo will produce the first LinuxWorld Conference and Expo next March 1-4 at the San Jose Convention Center.

"With an annual growth rate exceeding 100 [according to IDC], the Linux market is one of the most noticed new technology areas today," said IDG President **Kelly Conlin**. "By launching LinuxWorld Conference and Expo and *LinuxWorld* magazine, we are able to leverage IDG's ability to provide customers with the most tailored and relevant

• CONTINUED PAGE 4 •

# ICE Heats Up L.A.

### OBI Consortium stages first large-scale public demonstration of e-commerce standard at show

**ICE PRESIDENT RON MILTON (CENTER)** *gets some ribbon-cutting help from Compaq's Randy Meyer and AT&T's Mary Whelan.*

Last month's Internet Commerce Expo, dubbed a "great success" by ICE President **Ron Milton**, drew big crowds and big names to California's City of Angels. Although final numbers are not yet in, attendance was estimated at over 12,000. The number

• CONTINUED PAGE 2 •

# *PCW* Rate Base Climbs to 1.2 Million

Starting with the January 1999 issue, *PC World* will be the largest computer publication in the world. Building on its sustained circulation, advertising and editorial successes, *PC World* announced last week that it will increase its circulation rate base (i.e., the circulation promised to advertisers) to 1.2 million, effective with the January 1999 issue. Reflecting the growth in the buyer universe, *PC World* will boost its rate base 6.7%, up from the current 1,125,000. The staff also announced that ad rates will increase slightly, up 8.8%.

In contrast, Ziff-Davis' *PC Magazine* chose not to increase its rate base, while raising ad rates. Published 22 times a year, *PC Magazine*'s current rate base is 1,175,000.

1.2 MILLION
RATE BASE
A NEW PC WORLD ORDER HAS BEEN DECLARED.

AMY DALTON

**PC WORLD PUBLISHER JEFF EDMAN** *and Senior Marketing Manager* ***Sandy Wong*** *toasted the magazine's top worldwide rate base ranking at last week's staff party.*

*PC World* now commands the rate base leadership position among all personal computer publications. The recently released IntelliQuest CIMS v5.0 Study reported the combined universe of business and home influencers increased by 6% in the last year. The syndicated research study also reported *PC World*'s reach to this combined universe increased by 14%, far outpacing the market's overall growth. And at 17%, its expansion in the business influencer segment was even greater. *PC World* added 416,000 business influencers to its readership, more than any of the 85 other magazines measured in the v4.0 and v5.0 business studies.

## CIRCULATION TUTORIAL

**The rate base is the amount of circulation promised to advertisers, and it is the figure by which magazines set their ad rates and how advertisers calculate CPM (cost per thousand). The actual paid circulation of a publication might be higher or lower than the rate base. If paid circulation is lower than the rate base, a publisher is obliged to give refunds to advertisers. If paid circulation is higher than the rate base, the extra issues are considered "bonus copies."**

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## ICE

*continued from page 1*

of exhibitors also exceeded last year's count with 185 companies on hand to demonstrate the latest in Internet commerce and Web-based business solutions.

The event, which ran Sept. 22-25 at the Los Angeles Convention Center, also featured the first large-scale public demonstration of the electronic commerce standard developed by the Open Buying on the Internet Consortium (OBI). The OBI Interoperability Action Showcase featured participation from many of the industry leaders in e-commerce including American Express, BOC Gases, Boise Cascade Office Products, CONNECT, Inc., EPIC systems, GTE, Microsoft, Netscape and Office Depot.

The OBI <http://www.openbuy.org> standard is designed to provide access to easy-to-use, open, standards-based Internet purchasing solutions. The standard has gained wide support and backing from major buying, selling and technology organizations. Demonstrations at the OBI Action Showcase allowed attendees to simulate the buying experience using OBI, creating requisitions and following their progress through the procurement cycle with input from multiple vendors.

The show also featured an IDG Reading Room, sponsored by *Solutions Integrator*, *Network World*, *The Industry Standard* and *Computerworld*, where attendees were able to take a break from the activity on the show floor and catch up with some of their favorite IT publications.

COMPAQ
COMPAQ
COMPAQ
COMPAQ
IBM

**EXHIBITORS AT THE RECENT ICE LOS ANGELES EVENT** *were particularly enthusiastic about the quality of the attendees, according to ICE President* ***Ron Milton.***

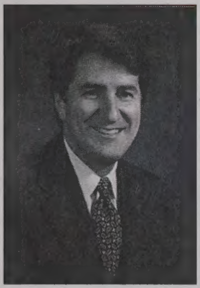
Also new this year was a live interview area — ICE Interactive — where **Ellen Messmer**, *Network World* senior editor, intranet applications, and **Joe Maglitta**, industry editor at *Computerworld*, conducted live interviews with industry leaders including Price Waterhouse Managing Associate Paul Sakrekoff, Johnny Anderson, president and CEO of E2 Software and Marwan Fawaz, VP, Media One.

"Our exhibitors were delighted with this year's turnout from the perspective of both volume and quality of attendees," said Milton. "The participation we enjoyed is testament that ICE is the venue that more and more Internet vendors and enterprise buyers are turning to for finding solutions to their sales, marketing and education needs."

Upcoming ICE events will take place in Shanghai, China Oct. 19-22 and in Boston March 22-25, 1999.

For more information, contact Ron Milton at ron_milton@iceexpo.com or **Ken Norton**, director, media relations, at ken_norton@iceexpo.com.

## ON LINE



**KELLY CONLIN**

*IDG's president is this week's columnist.*

**Q Two of IDG's competitors — Ziff and CMP — have seen big drops in their stock prices. What is going on? Is IDG in the same boat?**

**A** Since the IPOs of Ziff and CMP, the two companies have lost nearly a billion dollars of market value, with a market capitalization of less than half what it was when they went public as their stock prices have dropped by more than 50%.

There are three primary reasons for this deterioration:

**1) Poor operating results.** In the most recent quarter, Ziff's revenue fell by 8% and its operating loss — the company is unprofitable — widened by 18%. The impact of this bad quarter has had reverberating effects. Just last week, Ziff announced that it was trimming its workforce by 10%, shutting down three magazines and taking a significant charge of $60 million.

Also in the most recent quarter, CMP's revenue was flat, and its operating profit fell by 60%. Both companies have declining advertising pages — a key metric — with Ziff's pages declining 11% in the last two quarters, and CMP's pages declining by 5%.

In contrast, IDG's revenues were up by 11% in the same quarter, and profits were up by 16%. IDG's advertising pages were up by 5% in the last two quarters in the U.S., 13% in Europe and 16% in Asia Pacific.

IDG continues to expand its business with the launch of new publications and active recruiting — at a time when the competition is laying off 350 employees, IDG is looking to fill more than 200 job openings in the U.S.

**2) Lack of revenue diversity.** About 95% of CMP's revenue derives from advertising in one country — the U.S.— while about 68% of Ziff's revenue comes from U.S. advertising revenue. Both companies are heavily dependent on a few key properties, and as those products have weakened both CMP and Ziff, they have begun attempts to diversify their revenue streams.

For example, more than half of Ziff's publication revenue comes from just three publications. The biggest profit producer among these titles, *Computer Shopper*, has seen advertising pages decline by more than 20%. The two other titles, *PC Magazine* and *PC Week,* have also seen declines of 7% and 21%, respectively. The company's attempts at diversification have focused on "new media" with television and online initiatives. But the cable television effort is regarded by most as a money-losing debacle (over $100 million invested to date, with no significant cable carriage or viewership), and speculation is that online will likely be spun off as its own company to help boost the stock price.

CMP's diversification has focused on building an international publication presence, but the results have been lackluster. Having set up a Paris-based European headquarters more than five years ago, the company has achieved less than 5% market share, and its key recent launches of *Information Week* in both Germany and the U.K. are losing considerable money at a time when the company's eroding stock price requires it to focus on profitability. In other words, there is strong entrenched competition in all international markets, and it will be neither easy nor inexpensive to create any credible global portfolio.

In contrast, IDG's diversification began more than 20 years ago, and today the U.S. publishing group accounts for about one-third of the company's revenue. The strength of our global publication product lines continues to grow (with a market share in Europe of 32% of IT advertising pages, compared with 6% for Ziff and 4% for CMP, along with a market share of more than 30% in Asia Pacific). And the diversification of our product portfolio extends well beyond publishing to include events, conferences, training, books, online sites and recruitment services.

**3) Lack of forecasting accuracy**. The most recent and precipitous drops in the stock price occurred after CMP surprised analysts by pre-announcing that results for the current quarter would be far below estimates. While analysts had estimates of earnings approaching 25 cents a share, CMP reported they were now forecasting about 2 cents a share. This is after several earlier negative earnings "surprises" — which are, of course, anathema to Wall Street. At this point, according to at least one analyst who follows the stock, the company management has lost credibility on Wall Street and with it the confidence of investors that there can be any sort of predictability to results. On Wall Street, erratic management and declining profits are a lethal combination.

In contrast, and in a testament to the management talent of our business units, IDG just finished its fiscal year by setting a new record in both revenue and profitability. As we head into the new fiscal year, we recognize that the economic environment is becoming more difficult and that getting to yet another record in this next fiscal year — which we certainly have budgeted to do — will take perseverance, diligence and a little bit of good fortune. Whatever the environment, however, IDG will stay focused on serving our customers well, fostering growth opportunities for our employees and investing for the future. As a private company, we have the benefit of using a slower economic environment — when the pressure will only increase on public companies to pare costs, reduce investments and scale back expansion — to expand our lead globally.

*Questions for the On line column may be sent to world_update@idg.com or fax: 617-423-0712.*

## LINUXWORLD

*continued from page 1*

information for this distinct audience."

LinuxWorld <http://www.linuxworld.com>, which goes live on Oct. 16, is the first online publication dedicated to providing an open discussion forum where members of the Linux community can further their understanding of the technical and business issues surrounding the operating system. Led by **Michael McCarthy**, president of Web Publishing, *LinuxWorld* fills the technical and strategic needs of this rapidly growing market with a mix of in-depth technical information, real-world scenarios of Linux in the enterprise, features, reader forums, product reviews, reader-submitted links and guidance for making purchasing decisions.

**Nick Petreley** will serve as editorial director, and **Robert McMillan** is senior editor.

**LINUXWORLD STAFF (LEFT TO RIGHT): BARBARA McDONALD, DIRECTOR OF** *marketing and business operations;* ***Colette McMullen****, group publisher;* ***JoAnne Wagner****, account manager;* ***Ed Ramirez****, advertising manager;* ***Bob McMillan****, senior editor;* ***Sandra Henry-Stocker****, chief Webmaster;* ***Carl Strolle****, design and production manager;* ***Atlanta Wilson****, design and copy editor. Not pictured:* ***Michael McCarthy****, president, Web Publishing Inc., and* ***Nicholas Petreley****, senior editor.*

### First International Linux Exposition

Addressing the needs of both the Linux business and development communities, LinuxWorld Conference and Expo will feature a high-level, technical conference program and an exhibit floor highlighting leading service providers, solutions integrators and development organizations including Red Hat Software, VA Research, Caldera Inc., S.u.S.E., Pacific HiTech, Enhanced Software, *Linux Journal* and Oracle among others.

It will also feature customized event areas such as Start-up City, Developer Central and Developer Greenhouse, which will spotlight the latest developments and emerging companies in the Linux arena.

"The enthusiasm in the industry for an event of this caliber has been overwhelming. IDG World Expo is proud to debut a high-level conference program and feature-filled exposition floor showcasing the emerging organizations and key players in the Linux industry," said **Charlie Greco**, president, IDG World Expo.

The event is expected to attract more than 8,000 key influencers and adopters of Linux technologies. The target audience includes Linux developers, Fortune 1000 business leaders, enterprise managers, CIOs, service providers, system administrators, software solution providers, computer consultants and solutions integrators.

**Mike Healy** is the LinuxWorld Conference and Expo show director.

Developed by Linus Torvalds in 1991, Linux is a Unix-like operating system that provides PC users with an alternative to expensive Unix systems. It has earned a reputation as a very efficient and fast-performing system and is currently making inroads as a server operating system and an alternative to the desktop predominance of Microsoft Windows, according to **Terrehon Bowden**, Web marketing specialist at Web Publishing. The seven-year-old operating system currently boasts some 7 million users worldwide and is available at no cost via the Internet.

"I'm pleased to see IDG get so deeply involved in the Linux community with a new online magazine and global event. The audience of Linux professionals will be well served by these new information initiatives," Torvalds said.

For more information on LinuxWorld contact Nick Petreley at nick@wpi.com. For questions regarding the LinuxWorld Conference and Expo, contact Mike Healy at mike_healy@idg.com.

## THE LOWDOWN ON LINUX

**Linux (pronounced LYNN-ux) is a multi-user, multi-tasking open operating system that runs on many platforms, including Intel processors, 386 and higher. Linux interoperates well with other operating systems, including those from Apple, Microsoft and Novell. Developed in 1991 by Linus Torvalds, then a graduate student at the University of Helsinki in Finland, Linux continues to grow in popularity as an alternative to the proprietary Unix operating systems and Microsoft's Window NT operating system. Software giants such as Oracle, Computer Associates, Informix, Netscape, Corel, Software AG, Sun Microsystems, InterBase and Applix have recently announced efforts to port the Linux OS. Linux may be copied and redistributed via the Internet without requiring payment of a fee or royalty. Among the companies that have adopted it are Wells Fargo, Boeing, Cisco, NASA and the U.S. Postal Service.**

IDG

## *Job Opportunities – October 12, 1998*

**Director of Events (IS)**
The Industry Standard is looking for a Director of Conferences and Events. The candidate should be a senior conference and trade show manager with 8+ years relevant and progressive experience. Strategic partner relationship development and oversight is a major focus. Requires sponsorship sales savvy, marketing/promotion expertise, the ability to effectively partner at an executive level and develop and direct all outsourced relationships, event talent, business planning, sales efforts and marketing. Also requires conference development, coordination of all necessary resources, operations and registration logistics through entire event cycle, contractor selection, negotiation and management. Direct responsibility for P&L, schedule and expense management. Position will report to the Publisher. *Location: San Francisco, CA*
Contact: S. Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murhpy@idg.com

**Human Resource Manager (IDG)**
HRSD West is seeking a strong HR Generalist to serve as an expert HR resource and advisor to six IDG business units. You will partner with each of the business units's leadership teams, their managers, and their employees to deliver client-centered personnel services and propose and implement creative and cost-effective solutions that measurable contribute to the achievement of the business unit's goals. The ideal candidate will have a minimum of 5-8 years relevant HR Generalist experience, and strong interpersonal, communication, decision making, and problem solving skills. *Location: San Francisco, CA*
Contact: S. Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murhpy@idg.com

**Associate Art Director (CW)**
Candidate should have 5-10 years publishing experience with page layout, editorial graphics and the assigning of both illustration and photography. Acts as the project leader on the design of feature editorial pages in Computerworld, as well as provides expertise to other members of the design team. Regularly consults with editorial staff to establish direction of editorial art. Manages both full-time and freelance designers, schedules and coordinates project workloads. Requires a strong design portfolio, management experience and editorial project management experience. A graphic design degree, proficiency in QuarkXPress and Photoshop and a firm understanding of print production in a Macintosh environment is necessary. Portfolio required at interview.
*Location: Framingham, MA*
Contact: M. Maynard, Fax: 508-879-3760, Phone: 508-820-8162, Email: maria_maynard@computerworld.com

**Sales Associate (CW)**
Computerworld is seeking a Sales Associate in our Dallas office to support the District Manager in the Texas and mid-west territory. Responsibilities include extensive phone contact with customers to service specific requests, preparing presentations, gathering research, tracking web information, coordinating special events including logistics and attendance confirmation, managing direct mail campaign efforts and administrative responsibilities of maintaining customer files, correspondence, arranging travel and maintaining database. In this fast paced environment, an ability to work independently as well as part of a team is important. Must be customer-focused, detail-oriented, organized and able to multi-task. The ideal candidate will have problem-solving and decision-making abilities, excellent communication skills (written and verbal), and knowledge of Lotus Notes, Word, Excel, and Powerpoint. Familiarity with the publishing industry is a plus. *Location: Dallas, TX*
Contact: P. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@cw.com

**Administrative Assistant (IDC)**
IDC currently has an opportunity for an Administrative Assistant to support the Software Programs. Responsibilities include travel arrangements, mail distribution, assisting with in-house and off-site meetings, special projects, client events, preparation of sales materials; and general administrative support. We are looking for a hardworking individual who would like to grow within the organization. The successful candidate for this position should have strong organizational and communication skills, and some knowledge of MS Office products, and Lotus Notes desirable. Being able to handle multiple projects and work in a fast paced environment is essential. *Location: Framingham, MA*
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

**Copy Editor, Consulting (IDC)**
Publishing Services & Technologies (PS&T) seeks a talented Copy Editor for various consulting and special report projects on the IT industry. Responsibilities include editing text and tabular material online and on hard copy, working with authors to fine-tune their writing, choosing keywords to enhance online searches, and writing document descriptions and summaries. Strong Microsoft Office Suite skills, especially Word and Excel, are required. The ability to work under tight deadlines and to juggle many projects at once is a must. A bachelors degree and two to three years of experience in a technical environment are preferred *Location: Framingham, MA*
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

**Promotional Copy Writer (IDC)**
IDC's Marketing Department is looking to add a Promotional Copy Writer to the team. Responsibilities will include working with a team of high-profile market analysts to translate technical ideas and data into compelling marketing messages. This is a full-time writing position and the ideal candidate will have a journalism background with 2-3 years promotional and high tech experience.
*Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idc.com

**Consulting Production Specialist (IDC)**
The successful candidate will be responsible for the production of custom project deliverables for IDC's consulting business. Specifically, duties will cover all aspects of producing research documents (primarily Word templates): from design, layout and proofing, through to print and distribution. Skills needed include a high attention to detail, ability to manage multiple projects, and expertise with all major PC desktop publishing packages: QuarkXPress Microsoft Word, Excel, and PowerPoint; and Illustrator. Familiarity with Photoshop, DeltaGraph or a charting package, and Lotus Notes are a plus. Must also posses the ability to manage multiple tasks in a fast-paced, demanding atmosphere. Copy editing experience and familiarity with two-color printing is a plus. Candidates must have a minimum of 2 years experience. *Location: Framingham, MA*
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

**Manager, Investment Research Services (IDC)**
The Manager of IRS will hold personnel management responsibility for 2-3 associate analysts with the IRS/CIA team and will work closely with program VP and director regarding product development, marketing and sales strategy, client communications and overall program direction. The IRS service provides research and inquiry support to a variety of financial organizations, such as: brokerage firms, commercial banks, investment banks, money-managers, and accounting/consulting firms. Clients of the IRS service have access to IDC's full complement of research products through a unique, analyst account manager relationship. All IRS client relationships and inquiry support are managed by a team of dedicated analyst, account manager. Each analyst account manager is assigned to a distinct portfolio of customers. The ideal candidate will possess a background in the financial industry, market research or customer service as well as personnel or product management experience. The candidate must be team-oriented, and able to multi-task in a fast-paced, demanding environment. *Location: Framingham, MA*
Contact: A. Schneider, Fax: 508-935-4610, Phone: 508-935-4419, Email: idc_jobs@idc.com

**Sales Manager, Consulting Sales, Strategic (IDC)**
IDC is seeking an outside Sales Professional with 10 to 15 years outside sales experience and selling and a minimum 5 to 10 years related technology experience. Strong familiarity with computer industry a must. Experience in selling concepts and other intangible product a definite plus. This position is part of a focused consulting sales team effort and individual to accept a $4,500,000 to $5,000,000 consulting quota. Position will be selling and marketing IDC Custom Consulting capabilities. Position reports to director of Consulting for Strategic accounts. Position requires approximately 20 to 25% overnight travel. Candidates should have very strong and assertive phone and selling skills, and be a good team player. Strong computer skills a plus. *Location: Mountain View, CA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

**Help Desk Technician (IDC)**
IDC is seeking a PC specialist to provide end-user support for a wide range of technologies. Specific technologies include PC desktop and laptop, front office software applications with emphasis on Windows, MS Office and Lotus Notes. The Help Desk Technician will function in a professional environment utilizing a great deal of technology. Must demonstrate effective customer service attitude, communication skills, the ability to support all levels of personnel, good problem solving skills and an ability to learn quickly. B.S. in Computer Science or equivalent preferred. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

**Research Analyst, (IDC Dubai UAE)**
The Research Analyst will assist the Senior Analyst in producing reports covering: PCs, Servers and Workstations, LAN and Data Communication equipment, Photocopier and Facsimile, Internet, Software, and End-user surveys. This involves primary data collection, vendor interviews, user interviews, data entry, data management and analysis, quality control, writing and editing research. The Analyst will also complete custom research projects, present industry briefings, and provide client and prospect support including presentations and inquiry support. The Analyst position is based in Dubai UAE and reports to the Senior Analyst. This researcher is responsible for reporting on the IT markets of seven countries: Saudi Arabia, UAE, Kuwait, Bahrain, Oman, Qatar, and Egypt. The position involves traveling to these markets. *Location: Dubai, UAE, Middle East*
Contact: Sanjeet Dabral, Fax: +971-4-374-122, Phone: +971-4-362-200, Email: sdabral@emirates.net.ae

**Executive Assistant to VP Technology (IDG)**
This position will work closely with the VP Technology. Individual will be responsible for managing calendar, appointments, receiving and screening calls, handling e-mail inquiries, making extensive travel arrangements, planning and organizing events and special functions, maintaining web site, liason with PR firms and managing department budget. Candidate must be highly organized with excellent communication skills, be enthusiastic, flexible and very comfortable working independently. Experience with event planning, budgeting and web development strongly desired; excellent computer skills, with specific knowledge and comfort level using Notes e-mail. *Location: Boston, MA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

**Sales Associate (IDG Games Media Group)**
Provides administrative support to the West Coast territory sales team. General duties include communicating with clients/customer service; maintaining relevant database; coordinating mailings; assembling media kits and related sales department activities. Ideal candidate will have 1-2 years experience in a media sales environment, excellent verbal/written communication skills, superior customer service skills, able to work in fast-paced, deadline driven environment and be team oriented. *Location: San Francisco, CA*
Contact: C. Aguilar, Fax: 415-267-1742, Phone: 415-974-7377, Email: carina_aguilar@idg.com

**Customer Service Representative (IDG Games Media Group )**
Supporting PC Games & GamePro, duties include answering subscriber questions; processing new orders; communicating with our fulfillment house on customer services issues and administrative support for circulation dept (filing, data entry & inventory tracking). Ideal candidate will have previous customer service & admin experience, excellent oral/written communication skills, be detail oriented and proficient in Mac, Word & Excel (knowledge of Filemaker Pro a plus). *Location: San Francisco, CA*
Contact: I. Basurto, Fax: 415-975-2609, Phone: 415-978-2217, Email: ibasurto@gamepro.com

**Packaging Design Manager (IDG/B)**
This individual will manage the strategic direction and design implementation for all new series cover and packaging initiative for IDG Books Worldwide's computer and general trade book publishing programs. Must be a strong communicator with an ability to problem solve and negotiate creatively across high-level department lines, excellent project management skills, able to manage outside vendors, art direct and with a proven expertise in brand development and design strategy. A minimum of 4 years experience in creative direction for high-visibility consumer goods' packaging, and 3 or more years of project and budget management responsibility. *Location: Foster City, CA*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

**Catalog Specialist (IDG/B)**
This position will manage the development and production of individual IDG Books Worldwide catalogs from start to finish as well as provide miscellaneous administrative work. At least 3 years of marketing-type project management is necessary with a mix of copywriting, editing, proofreading, art directing and working in a team environment. A degree in advertising, journalism, English or marketing is desirable. *Location: Foster City, CA*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

**Market Promotions Manager for the Dummies Brand (IDG/B)**
This individual will work with the marketing team and external resources to strategically manage art direction and copy from creative conception through execution via consumer directed mailing pieces, ads, brand campaign materials and channel sales. A minimum of 4 years experience working with a high-profile consumer brand in marketing, advertising or creative services is highlly desirable. Must also have excellent communication skills, strong writing and editing ability and project management skills with a strong knowledge of good design, print production and a good grasp of Quark, Photoshop and Illustrator. *Location: Foster City, CA*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

**Account Manager (IDG/B)**
Aggressive self-starter to join our Special Markets team. Primary responsibilities include prospecting and new account development for Fortune 1000 companies and government agencies. Requires 2+ years proven sales expertise, preferably in corporate and government channels, the discipline to work independently, and excellent organizational and communication skills. BA/BS preferred. Positions available in California, Texas and Florida. *Location: CA, TX, FL*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Online Account Manager (IDG/B)**
Sales professional to manage a territory of online retailers. Responsibilities include development of long term sales relationships by selling trade and technical products to new and existing online retailers/websites. Requires 2+ years online sales experience with excellent organization and communication skills. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Special Sales Account Manager (IDG/B)**
An outstanding opportunity for a highly self-motivated sales professional with a proven track record of success to sell creative bundling and custom publishing opportunities to major accounts and manufacturers. Position requires an aggressive deal-maker who enjoys prospecting and developing new accounts, and possesses excellent creative deal management and presentation skills. Must have 3+ years sales experience calling on senior managers and OEM executives, preferably in the high tech industry; BS degree preferred; publishing industry a plus. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**System Technician (IDG/B)**
IDG Books Worldwide is looking for a System Technician to provide software and hardware support for our end-user customers. The System Technician will be responsible for all software and hardware systems and system configurations which includes upgrading, troubleshooting and fixing software and hardware problems on both PC and Mac systems and their peripherals for both desktop and laptop systems. This position will also be responsible for supporting all printers, and may include first-line troubleshooting for all WAN/LAN problems. Two to three years hands-on PC end-user support, an in-depth knowledge of MS DOS, System 8, Windows 95 and NT, as well as an excellent working knowledge of Office97 required. The ideal candidate must possess excellent interpersonal and problem-solving skills, be incredibly resourceful, have the ability to multitask, and above all, have a desire to work in a fast-paced challenging environment. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Technical Support Representative (IDG/B)**
IDG Books Worldwide is seeking a service-oriented, conscientious, detail-oriented individual with strong communication skills and a solid PC background to assist in responding to and tracking internal customer service-related calls to our IS help desk. The ideal candidate will have 1 to 2 years business experience working in a customer service related field. Working knowledge of Windows 95 and Office 97 required. Must be organized, possess excellent communication skills, and have ability to juggle multiple tasks.
*Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Director of International Accounts / West (IMS)**
IDG Marketing Services is currently looking for a Director of International Accounts based in San Francisco, CA. Given the challenging responsibility of representing the advertising sales interests of over 275 indigenous IT magazines and newspapers across 75 countries, candidates for the position must have proven ability to manage multiple priorities in an extremely time sensitive, fast-paced, multi-tasking sales environment. In addition to ROP sales responsibilities, the DIA will be on the front line of reinforcing IDG as the world's largest and most successful provider of information services on information technology. Foreign language and a successful international advertising sales experience for a multiple title publisher a definite plus. International diplomacy and excellent communication skills are a must. *Location: San Francisco, CA*
Contact: G. Pohlman, Fax: 415-331-0881, Phone: 415-676-3019, Email: ginny_pohlman@idg.com

**Staff Writer (IS)**
Reporting to the NY bureau chief, the New York staff writer will report and write about a broad range of business issues related to the internet economy. Primary subject areas will be the NY advertising and media industries, and the financial services industry. Ideal candidate will be an aggressive reporter and first-rate writer who can handle news and feature stories on a range of topics. Knowledge of business required, specific knowledge of internet industry a major plus. Must be independent self-starter with good interpersonal skills. *Location: New York, NY*
Contact: J. Ledbetter, Fax: 212-271-4005, Phone: 212-271-8294, Email: jiml@thestandard.net

***Places to find a complete listing of job opportunities across IDG:***
- **Lotus Notes – Job Opportunities Database**
- **IDG Central – http://idgcentral.com**
- **IDG Web Site – http://www.idg.com**
- **Job Hotline – MA: 508-935-4406**
- **The World Update on the last Monday of every month**

# Publish-IDG Books Seybold Event Tackles Digital Deception

If you can't believe your eyes, what can you believe? This was the topic *du jour* at a panel discussion sponsored by IDG Books and *Publish* at an invitation-only media luncheon during the Seybold Seminar in San Francisco last month.

"Digital Deception: The Perils of Photo Manipulation in the Digital Age" explored how sophisticated desktop technology allows photo manipulation that can affect perceptions of reality to serve political and personal agendas. About 75 people attended the luncheon, including 50 print and broadcast journalists from *Communications Arts*, *AdWeek*, *@Home Network* and *Wired*.

After an introduction from IDG Books Vice President and Associate Publisher **Walt Bruce**, a panel of eight experts, including two authors of two IDG Books titles (Carol Braverman, *Photoshop Retouching Handbook*, and Julie Adair King, *Digital Photography For Dummies*), discussed the ethical, technical and moral implications of digital manipulation. The panel was moderated by *Publish* President and Publisher **Gene Gable**.

*Publish* Associate Editor **Mark Nichoson** wrote a companion "ready for publication" article, "Digital Deception: How Technology is Blurring the Line Between Seeing and Believing," for the luncheon attendees. The article, which serves as a marketing tool by giving reprint and excerpt rights to any publication, includes an overview of the topic and samples of the panelists' and other experts' opinions.

ANA HOTEL
SAN FRANCISCO
Publish
Digital
Deception

***PUBLISH* PRESIDENT AND PUBLISHER GENE GABLE MODERATES THE DIGITAL** *Deception luncheon panel at the recent Seybold Seminar in San Francisco. Left to right: Gable; IDG Books authors Julie Adair King and Carol Braverman; James Mooney, digital imaging consultant, Eastman Kodak; Bill Niffenegger, creative director, Xaos Tools; Paul Levinson, lecturer, New York University; George Reis, forensic police photographer; and Dan Gillmore, technology columnist, San Jose Mercury News.*

Nichoson writes, "The sophistication of digital imaging technology has created both spectacle and speculation in our lives. Whether it's Hillary Clinton giving the President a black eye on the cover of the latest *Weekly World News* or O.J. Simpson's 'darkened' visage on the cover of *Time* magazine, the underlying question is still the same — what's wrong with this picture?"

"With the great graphics and design-centric titles we co-publish with IDG Books [nine published to date], artists have access to more tools and techniques for visual manipulation than ever before," Gable said. "We think a provocative side effect of this access is the potentially negative impact of photo manipulation in presenting an accurate picture of reality."

This was the second IDG Books-Publish Seybold event (see "IDG Books and Publish Collaborate at Seybold," *IDG World Update*, April 13, 1998). "These events are a great opportunity to expand media mindshare for IDG Books, as well as work in partnership with our sister IDG companies," said IDG Books Tech Press Publicity Manager **Andrea Burnett.**

## MORE DECEPTIVE DETAILS ONLINE

**For the full text of Mark Nichoson's article, "Digital Deception," see the sidebar to this article on *IDG World Update Online* <http://www.idgworldupdate.com>.**

## NEWS YOU CAN USE

**TotalNEWS: http://www.totalnews.com**

**TotalNEWS, a search engine and directory of news outlets on the Web, allows you to search many news sites at once. You can do a keyword search at the TotalNEWS home page, or click on one of the categories (Business, World News, Politics, U.S. National, U.S. Local, etc.) listed there. Under the business category the sources include *Business Week*, *Fortune*, *Forbes*, *Bloomberg Personal*, *Fox News Business*, *MSNBC Commerce*, *Asia Business News*, *Industry Net Report*, *Nikkei Net* and more. You can fine-tune the sources further by selecting sub-categories. TotalNEWS also allows you to build a Personal Edition, where you can gather all your favorite news sources onto one page, and search it when you want to find the news on a particular subject.**

***—Thanks to IDC Librarian Merrill Walsh for pointing out this Web site.***

# NOTEWORTHY

## NEW EMPLOYEES

EKSTROM

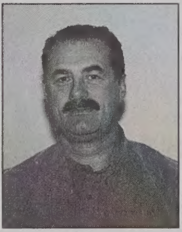
IDG WORLD UPDATE

Previously in sales support at Cahners Publishing's *Electronic News*, **Julie Ekstrom** is now the Infomarket account manager at *InfoWorld*. She earned a B.S. in journalism from San Jose (Calif.) State University and spends her time away from her desk getting to know her 4 1/2-month-old daughter.

OZMENT

IDG WORLD UPDATE

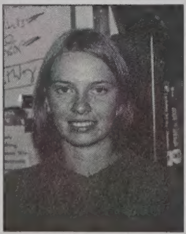
Senior Associate Editor **Katherine Ozment** comes to *PC World* from *National Geographic* magazine where she was a senior editor and planned feature stories. She holds a B.A. in English from Harvard University.



SULLIVAN

IDG WORLD UPDATE

Most recently senior project leader for global business process integration at The Gillette Co., **Robert Sullivan** is IDC's new manager of publishing technologies. He has a B.A. in economics from Brandeis University in Waltham, Mass., and an M.B.A. from Babson College in Wellesley, Mass. A former soccer coach in his spare time, Robert is a newcomer to golf.



HALL

IDG WORLD UPDATE

The Internet Commerce Expo team in Framingham, Mass., welcomes two new staff members. Conference Manager **Elizabeth Hall** most recently held the same title at Medical Records Institute where she was solely responsible for a 450-speaker annual U.S. conference that had 4,000 conference attendees at its most recent event. She graduated from the University of Rhode Island with a degree in sociology and in her free time enjoys snowboarding and running.

BRANSCOMBE

IDG WORLD UPDATE

Before joining ICE, Marketing Manager **Susan Branscombe** was the marketing communications Manager for Quallaby Corp., a software vendor in Woburn, Mass. She has a B.S. in marketing from the University of Massachusetts/Amherst and lists running, hiking and skiing among her interests.

WHITMAN

IDG WORLD UPDATE

**Karen Whitman** moves from IDG Expo Management, where she was the operations manager for the Boston and San Francisco Macworld Expos, to IDG World Expo where she will be the event operations manager. She was recently part of a team of seven runners who participated in a 24-hour relay race, the purpose of which was to have at least one team member running the 3.5-mile course at all times. She ran 23 miles in 24 hours, and her team placed sixth out of 12 teams.

DeANGELIS

IDG WORLD UPDATE

Formerly the advertising and special promotions manager for IDG Expo Management, **Kristin DeAngelis** is IDG World Expo's new marketing manager. She holds a degree in marketing/art from Providence College in Providence, R.I. Kristin likes to run and oil paint and participated in the first Boston-to-New York AIDS Ride.

VERCAUTEREN

IDG WORLD UPDATE

**Natalie Vercauteren** also makes the move from IDG Expo Management, where she was conference manager, to IDG World Expo, where she will hold the same title. She has a B.S. in management from Bentley College in Waltham, Mass., and was a June bride this year.

MORAN

IDG WORLD UPDATE

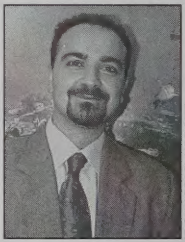
Trading one Boston suburb for another, **Kathleen Moran** retained her conference logistics manager title and moved from IDG Expo Management Co. in Norwood, Mass., to IDG World Expo in Framingham. She has a B.A. in education and psychology from Elms College in Chicopee, Mass., and a master's in education from Springfield College in Springfield, Mass.

HEALY

IDG WORLD UPDATE

**Mike Healy**, show director for Linux World at IDG World Expo, was previously senior manager of product development at Digital Consulting Institute in Andover, Mass. Originally from New Hampshire, Mike attended the University of San Francisco, where he earned a B.A. in English, philosophy and theology. He is an avid biker and mountain climber.

## TRANSFERS



MELCARNE

IDG WORLD UPDATE

Previously a research analyst at IDC East Central Europe in Prague, **Gianco Melcarne** is now a market analyst with IDC Australia. He tracks and analyzes the Australian desktop systems and printer markets and handles custom research projects across a range of product segments such as digital cameras, smart handheld devices and scanners. Before joining IDC, Gianco was a research associate for the Port of Portland, Ore. He holds a B.S. in economics and management from Bocconi University in Milan, Italy and did undergraduate work in economics at the University of London. Gianco is fluent in English, Italian and Spanish.

*All business units worldwide are welcome to send Noteworthy information to world_update@idg.com*

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**NINETEEN YEARS**
Nancy Mallette - IDG
Lloyd Cohen - IDC

**SIXTEEN YEARS**
Ruben Argento - IDG Argentina

**FOURTEEN YEARS**
Michael McCarthy - Web Publishing

**THIRTEEN YEARS**
Carol Spach - CIO

**ELEVEN YEARS**
Janet Ohlsson - IDG

**NINE YEARS**
Sarah Bertacchi - InfoWorld
Francisco Rodriguez - IDG Spain
Marco Tennyson - IDG Italy

**EIGHT YEARS**
Lori Beth Sadewitz - CIO
Beatriz Sanchez - IDG Spain
Marta Cabanillas - IDG Spain
Jaime Taboada - IDG Spain
Sandy Heistand - IDG Central Services
Nancy Schofield - Computerworld

**SEVEN YEARS**
Brent Romero - IDC
Cathryn Baskin - PC World
Yvonne Zuniga - Computerworld

**SIX YEARS**
Mard Naman - Publish
James Farley - IDC
Kristin Williams - IDC
Joseph Loiselle - IDC
Aurelio Llorente - IDG Spain
Wayne Silverman - PC World
Sheila Lynn - IDG Central Services

**FIVE YEARS**
Judy Shapiro - ICE
William Kerber - CIO
Victoria Anderson - Web Publishing
Claude Gargarino - Computerworld
Dora Jeffers - Computerworld
Nikki Wilson - Computerworld
Nancy Mack - Computerworld

**FOUR YEARS**
Emily Berman - IDG Research
Peter Fabris - CIO
Mary Morris - IDG
Traci Gere - IDC
Darlene Bordwell - IDC
Theresa Gering - InfoWorld
Angela Hunckler - IDG Books
Gary Moynahan - Computerworld

**THREE YEARS**
Chad Marston - IDG
Sari Kalin - CIO
Sherri Haslam - IDG World Expo
Hana Barker -CIO
Sandra Hughey - CIO
Scott Magoon - IDG News Service
Lisa Brown - CIO
Amir Ahari - IDC
Yasuhiro Watanabe - IDG Japan
Susan Green - InfoWorld
Nina Wachsman - InfoWorld
John Marshall - FCW Gov't. Tech. Group
Susan Diane Smith - IDG Books
Timothy Borek - IDG Books
Gerda Tausch - IDG Germany
Dan Gordon - PC World
David Ramel - Computerworld
Carole Longworth - Computerworld

**TWO YEARS**
Ken Norton - ICE
Mike Twohig - ICE
Leo Leger - ICE
Sue Waring - ICE
James Barrett -CIO
Karen Seriguchi - Publish
Raymond Boggs - IDC/LINK
Thomas Belongie - InfoWorld
Engin Gedik - IDG Turkey
Jitka Vyhlidkova - IDG Czechoslovakia
Charles Deane - IDG Books
Bruce Luckcuck - IDG Books
Ricco Zuschlag - IDG Denmark
Laureen Austermann - Computerworld
Maria Maynard - Computerworld

**ONE YEAR**
Edward Meagher - IDG World Expo
Gerry Criscenzo - IDG World Expo
Jean Zambelli - Publish
Mark Melenovsky - IDC
Hiroyuki Hatae - IDG Japan
Lydia Zarganis - IDG Books
Tomonori Ooami - IDC Japan
Claudia Susanne Wolff - IDG Germany
Esther Ng - IDC Hong Kong
Akhil Agarwal - IDC Hong Kong
Bonnie-Jo Bouchard - Computerworld

## Correction

Last week's article about the Global Web Support Center survey (*IDG World Update*, Oct. 5, page 2) included an incorrect URL. To obtain a login for the Global Web Support Center, or to check an existing login, go to <http://www.webstudio.com/idg/survey98.cfm>.

Remember, users who complete the Web Support Center survey will be entered into the random drawing for a digital camera!)

## A Duffer's Dream

Superstitions notwithstanding, IDC's Garry Vlass surely must count the number 13 among his very luckiest! It was on that hole, at the Kings Way Golf Course in Yarmouthport, Mass., on Sept. 12, that he nailed a 144-yard hole-in-one. It was, said Vlass, who spends his off-course time as manager of IDCInquire, his first hole-in-one since taking up the game 33 years ago at age 10. Witnesses to the momentous event were Garry's golf partners, fellow IRS/CIA colleague **Mike Carbonneau** and Rich Gasbarro of PictureTel.

MICHAEL CARBONNEAU

**IDC'S GARRY VLASS CELEBRATES HIS** *achievement.*

Volume 28, Number 42

October 19, 1998

ONLINE: IDG SPAIN MANAGING DIRECTOR PACO ZABALA TAKES A TURN THIS WEEK
PAGE 3

VOUCHER BOOKLETS AND VIRUTAL SEMINARS ARE AMONG MANAGERS' GREAT IDEAS
PAGE 5

IDG BOOKS EMPLOYEE AND HIS NEW BRIDE SPRINT FROM THE ALTAR FOR HALF MARATHON
PAGE 7

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

# Worldwide Managers Meeting Salutes Top Performers and Another Record Year

**RICH MARINO, PRESIDENT AND CEO OF PC WORLD, RAISES THE CHAIRMAN'S CUP** *for General Management Excellence as IDG Chairman* ***Pat McGovern*** *(left) and IDG President* ***Kelly Conlin*** *share the stage at Blenheim Palace outside London.*

More than 124 business unit leaders, representing 99 business units and 49 countries, convened in London last month for the 20th annual IDG Worldwide Managers Meeting. The four-day gathering provides a forum to review the results from the year just completed, share best practices, discuss market conditions and plan for the future growth of the company.

IDG set a new milestone this year, reaching the highest levels of revenue and profitability in its 34-year history. IDG President **Kelly Conlin** noted the five most important contributors to IDG's success:

**1) Increased demand for global product lines:** IDG's 290 publications worldwide far outpace competitors; with

• CONTINUED PAGE 2 •

# IDG Brand Awareness International Survey Seeks Participants

The latest edition of the IDG Brand Awareness (BA) International survey is set to take place at the end of this year, and the door is open for any *PC World* publication to participate.

The goal of the survey is to give clients — and IDG business units worldwide — more detailed information than ever about who *PCW* readers are and what they think about information technology products. With more IT companies looking to sell products regionally and globally, a multi-country brand analysis is an important tool for clients and reinforces IDG's international strength.

The 1999 BA survey will cover approximately 30 major product categories and identify the most important brand attributes (i.e., purchase drivers), the leading brands and what messages vendors need to communicate to win over a buyer.

"IDG's Brand Awareness is the most comprehensive study on brand images, brand usage and purchase intention" said IDG Marketing Services/ Europe, Middle East and Africa (IMS/EMEA) President **Jeff Meers**.

• CONTINUED PAGE 2 •

## BRAND AWARENESS

*continued from page 1*

"It reaffirms our commitment to IT thought leadership and provides an invaluable tool for IDG sales teams to build closer relations with our advertisers."

IMS uses the BA results to provide strategic insight to Client Services' key accounts at the European headquarters level and to support participating IDG publications at the local level. Customers have been quick to embrace the value of the BA series. At this month's Microsoft EMEA Marcomms meeting, IMS EMEA Vice President **Adrian Jones** presented top-level findings from the BA98 survey to 80 marketers from 32 countries. "If you can deliver BA99 for all of Europe — and globally — this is truly value-added publisher services," said Amanda Seidel, Microsoft Marketing Manager EMEA. Another attendee, Lynn Rogers of Mediapolis, said "It shows IDG is the only company that can go beyond a media deal." Local IDG contact names were given to the attendees to arrange in-country follow-up meetings.

### IDG at the cutting edge

"With our competitors trying to play catch-up, it's important we expand and improve this survey into the IT industry's definitive branding research" said IMS/EMEA Strategic Planning Director **Richard Buckley**. In Europe Ziff-Davis has launched BrandTrak, a panel of 1,000 readers per country (U.K., France and Germany), who are surveyed quarterly. Ziff's branding survey covers only the major product categories such as PCs and printers. CMP is rumored to be launching a similar research product.

EMEA marketing representatives from IDG's titles across region were briefed on the results of the BA98 survey at the sixth European Account Team (EAT) meeting in Lisbon, Portugal, earlier this month. Six countries participated in BA98, lead by the founder *PC Welt* (Germany), along with *Australian PC World*, *PC World Espana* (Spain), *PC Advisor* (UK), *Computer!Totaal* (Netherlands) and *InfoPC* (France).

The EAT meeting was an opportunity to showcase how countries can use the data to increase incremental sales. "The participants in the BA98 survey were effusive in their praise for how BA98 opened doors to previously reluctant clients," Buckley noted.

*PC Welt* and IMS EMEA have already started work on BA99. So far 12 countries have signed up. All of last year's participants have signed on, plus Finland, Ireland, Italy, Norway, Sweden and Zimbabwe. "This year we achieved 16,400 interviews," said **Jorg Daburger**, research manager at *PC Welt*. "Our goal for 1999 is a reachable 30,000."

### How BA99 Works

Each participating country reviews a standardized questionnaire developed by *PC Welt* to reflect the brands that are most important to their country. Each country runs a covermounted CD with the interactive questionnaire on its December 1998 issue. Many publications also post the survey on their Web sites. The survey may be included in additional issues if necessary, until April 26, 1999.

The survey is promoted within the magazine with prizes donated by advertisers as the incentive to complete and return the questionnaire. The results are sent to *PC Welt* for analysis, and each country receives a CD-ROM of the data.

The cost for the basic package is $10,000 for business units new to the project and $7,500 for current participants.

If you would like to find out more about how BA99 works, what's involved and what the benefits are, please contact either Jorg Daburger (jdvbd@compuserve.com) or Richard Buckley (richard_buckley@idg.com).

## WORLDWIDE MANAGERS

*continued from page 1*

CMP a distant second with 91.

**2) Contribution of key revenue categories**. For example, IDG's FY98 online revenues increased by 61% over FY97.

**3) Growing momentum of new product lines.** These include the channel publications and gaming titles.

**4) Business unit revenue growth is outpacing the IT's industry growth.** This holds true for many business units worldwide.

**5) Employee satisfaction.** In this year's employee survey, 86% of business unit managers worldwide said they were equally or more satisfied than a year ago, and 87.1% of employee respondents said they have pride and enjoy the work they do, a percentage that has increased the past three years.

Among the presentations was a look at the growing importance of the recruitment market, where for every dollar spent in high-tech display advertising, five dollars are spent in high-tech recruitment advertising, both online and in print.

Attendees also heard about the continually enhanced IDG News Service; a study on technology buying jointly underwritten by IDG and Ziff-Davis that will help improve the return-on-investment of technology marketing programs; Internet business models and an update on IDG's diversified online network.

The meeting concluded with the Chairman's Dinner, where outstanding business units were honored with 11 awards for achievements in growth, profitability and good management. *(see page 4).*

## IDG PRIORITIES FOR FY99

**IDG President Kelly Conlin highlighted seven priority areas for IDG in FY99:**

**1) Document importance of audience.**
**2) Target new growth areas.**
**3) Promote online advantage.**
**4) Develop worldwide recruitment franchise.**
**5) Expand event business.**
**6) Make global product lines work for customers.**
**7) Raise margin goals.**

# ON LINE

**PACO ZABALA**

*The managing director of IDG Spain is this week's guest columnist.*

## IDG SPAIN AT-A-GLANCE

**Established:** 1981

**Location**: Madrid

**Number of employees**: 95

**Publications**: *Computerworld, PC World, Comunicaciones World, Dealer World, Macworld, iWorld, Diario Informatic.*

**Events:** PC World Expo; Macworld Expo; Computerworld Conference

**Web site**: http://www.idg.es

**Market position**: Leader

**Latest accomplishment**: We negotiated for PC World Expo, scheduled for April 27 - May 5, 1999, in conjunction with Informat, to be Barcelona's official trade show (i.e., sponsored by the local government, city council and chamber of commerce).

**Top three goals for FY99**:
1) To have the Executive Committee approve my plan of launching a consumer magazine.
2) To strengthen IDG New Technology, our online business, by offering more services on the Web site and increasing ad sales.
3) To survive.

**Q Can you describe the IT publishing market in Spain? Are there any distinctive features of your market compared to other countries?**

**A** The Spanish IT market has great potential, and the growth rate should ideally double during the next five years in order to reach the Western European average. Spain represent today about 4% of Europe's IT market, and the investments in Spain are about 1% of the gross domestic product.

With this in mind and considering the small installed computer base in comparison with other EU countries, the IT publishing market is very successful with regards to the existing amount of IT publications. There are about 90 different IT magazines (including games magazines) in Spain, excluding the weekly supplements published by the large newspapers, the business magazines or the general news publications.

***PC World España*** **has long been the largest PC magazine in Spain but now faces increased competition. Could you explain the competitive situation facing *PCW España*?**

Since 1995, when *PC World* was launched, it has always had a leading position in the Spanish market among the PC monthlies both in terms of circulation and the number of advertising pages.

Three years ago, though, VNU's *PC Actual* initiated a very aggressive marketing strategy lowering the front cover advertising rate by about 50%. From an editorial point of view, *PC Actual* targets younger readers and beginners, as the editorial is more consumer oriented than professional. However, last year they succeeded in surpassing *PC World*'s circulation slightly, even though the official result doesn't coincide with our investigations and probes of different sales establishments.

We will continue to publish *PC World* with the professional content and high-quality targeted to IT buyers and managers in the small-to-medium size enterprises. It is necessary, though, from my standpoint, that IDG Spain achieves the leadership role again in the consumer area in order to maintain the professional market position of *PC World,* even though it will not grow as fast as the consumer magazines.

**How has your new publication, *iWorld*, fared?**

To be honest with you, I don't have too much faith in Internet publications. But as a test, *iWorld* was published during for a year as a supplement to *PC World* and sponsored by Telefonica (the Spanish PTT). Thereby we obtained feedback from the marketplace in order to guarantee its possible survival as an independent magazine.

The main difference compared to other Internet publications in Spain is *iWorld*'s editorial content. *iWorld* focuses more on the professional segment within the Internet sector. Perhaps that will be the key factor to its success. Nevertheless, we have to wait for 1998 to end and see what happens to the actual subscription renewal, but we're pleased that *iWorld* finished the fiscal year 66% better than budget.

## WHAT'S ON YOUR MIND?

**If the answer to any of the questions below is "yes," the *IDG World Update* editors want to know! Contact us at world_update@idg.com.**

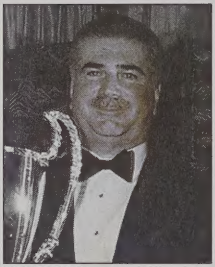
- **Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? (Questions will be sent anonymously.)**
- **Do you have a story idea for *IDG World Update*?**
- **Do you have a comment about something you liked — or didn't like — in this newsletter?**

# Top Performers Earn IDG Chairman's Awards

*The following business unit leaders and their staffs were honored at last month's IDG Worldwide Managers Meeting.*

### CHAIRMAN'S CUP FOR GENERAL MANAGEMENT EXCELLENCE

**Rich Marino**, president/CEO
*PC World*



MARINO

- IDG's most profitable magazine in 1998.
- Only publication in the market to register advertising page gains in 1998 (18%), while competitors dropped by 13%, 14% and 8%.
- Creative partnerships have resulted in successful, profitable launches in family computing and special market supplements, including the publication of the single largest circulation publication for home and family computing.
- PCW Online team has created a host of branded content streams that are the first at IDG to receive subscription revenue from online subscribers, and these daily e-mail newsletters make them the largest e-mail push publisher on the Web today.
- Delivers the largest, most qualified audience of any computer publication. Announced a rate base increase to 1.2 million as of the January 1999 issue, thereby surpassing *PC Magazine* as circulation leader and making *PC World* the largest computer publication in the world.

### ENTREPRENEUR OF THE YEAR

**Kit Gould**, publishing director
*PC Advisor* (U.K.)

GOULD

- Revenues increased 38% this year, improved botton line results by more than 70% from FY97.
- Advertising yield 74% ahead of the prior year.
- Paid subscriptions 34% ahead of last year.
- Newsstand sell-through is at 73%, with total paid circulation up 17% over last year.
- *PC Advisor* is the fastest-growing publication in its market and is now No. 1 in circulation.
- *PC Advisor* is poised for significant profitability in an extraordinarily challenging publishing market.

### HIGHEST PROFITS PER EMPLOYEE

**Ralph Peter Rauchfuss**, managing director
*Computerwoche* - $86,000 per employee, 10% more than FY97

### HIGHEST REVENUE PER EMPLOYEE

**Kozo Hiramatsu**, managing director
IDG Japan - $400,000 per employee

### HIGHEST GROWTH IN PROFITS

(among business units with incremental profit growth exceeding $2 million)
**John Kilcullen**, chairman/CEO; **Steve Berkowitz**, president/publisher
IDG Books - 47% profit improvement of $4.8 million

### HIGHEST RENEWAL RATE AMONG SUBSCRIBERS

**York von Heimburg**, managing director
*PC Welt* (Germany) - 95.7%

### GROWTH IN RECRUITMENT REVENUE

**Bengt Marnfeldt**, general manager
*Computer Sweden* - $1.2 million

### REVENUE DERIVED FROM SUBSCRIBER DATABASE

**Joe Levy**, president/CEO
*CIO* Magazine

### LARGEST TOTAL ONLINE REVENUE

**Thomas Gewecke**, publisher, PC World Online
**Rich Marino**, president/CEO, PC World
PC World Online - 29% increase in revenue

### HIGHEST GROWTH IN NEW REVENUE

**Colin Ungaro**, president/CEO
**Bill Reinstein**, senior vice president/business development
*Network World*
$1.4 million in new revenue; online revenues increased 47% over FY97

### HIGHEST GROWTH FOR A NEW PRODUCT LNE

**Don Kennedy**, managing director
*Computer Reseller News Australia* - 56% increase

## IDC CONTNUES STELLAR PERFORMANCE

**IDC boosted its revenue and profits in FY98, surpassing its milestone year in FY97 when it topped $100 million in revenue for the first time in its history. This year, revenue increased 17% over FY97 to just over $119 million and profit jumped 110% to $8.9 million.**

**The factors driving IDC's success this year were many, including increased global selling via coordination of IDC's sales force world iwide, resulting in increased IDC market share in 30 top accounts, and launching an Internet research group with 18 CIS programs.**

IDG

# *Job Opportunities – October 19, 1998*

**Publisher, (CW)**

Computerworld, the world's technology newspaper, has an outstanding leadership opportunity for an extraordinary individual to lead all aspects of the Advertising Sales, Marketing and Circulation groups at this leading IT publication. As a critical member of Computerworld's Senior Leadership Team, the successful candidate will provide a strong strategic influence in ensuring our organizational goals are surpassed and in helping us shape future directions. Candidates must have had a successful career (a minimum of 10 years) in the publishing industry with a career focus on business or high technology publishing, and should have had some involvement with web advertising sales. This individual must have the ability to motivate and lead teams through outstanding communication and leadership talents; thrive in a collaborative, multi-discipline company requiring teamwork across many different departments; and, must be strongly customer-centric.
*Location: Framingham, MA or San Mateo, CA*
Contact: S. Perry, Fax: 508-270-1160, Phone: 508-820-8160, Email: susan_perry@cw.com

**Group Marketing Manager, User Group (IDC)**

IDC's User Group is looking to add a Group Marketing Manager to the team. Responsibilities include working with a team of high-profile market analysts to translate technical ideas into compelling marketing messages, developing targeted prospect lists and marketing campaigns as well as event management. The successful candidate for this position will be a dynamic and aggressive marketing professional with 7-10 years of diverse experience and a track record of success in product and direct marketing, lead generation, marketing communications, press relations, competitive positioning and message development.
*Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idc.com

**Consulting Production Specialist, part-time (IDC)**

The successful candidate will be responsible for the second-shift (5:30 pm - 9:00 pm), part time (20 hrs/week) production of custom project deliverables for IDC's research community. Specifically, duties will cover all aspects of producing research documents (primarily Word and PowerPoint templates): from copy editing, to design, layout and proofing, through to print and distribution. Skills needed include a high attention to detail, ability to manage multiple projects, and expertise with all major PC desktop publishing packages: QuarkXPress Microsoft Word, Excel, and PowerPoint; and Illustrator. Familiarity with Photoshop, DeltaGraph or a charting package, and Lotus Notes are a plus. Must possess the ability to manage multiple tasks (start-to-finish) in a fast-paced, demanding atmosphere. Copy editing experience and familiarity with two-color printing desired. *Location: Framingham, MA*
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

**Desktop Publishing Specialist (IDC)**

IDC is currently looking for a Desktop Publisher that will be responsible for formatting newsletters and reports in Word 7 using established templates and creating charts in DeltaGraph and illustrations in Illustrator. Candidates should have at least two years of experience in a fast-paced, document production department and possess strong PC skills, advanced knowledge of Microsoft Word/Excel and creating business graphics using PowerPoint and DeltaGraph and have a working knowledge of Illustrator and Lotus Notes. Proven desktop publishing/layout ability with other programs (Quark, Pagemaker, Framemaker, etc.) is essential. *Location: Framingham, MA*
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

**Manager, Custom Information Access (IDC)**
The Manager, CIA will hold personnel management responsibility for 2-3 associate analysts with the IRS/CIA team and will work closely with program VP and director regarding product development, marketing and sales strategy, client communications and overall program direction. The CIA service provides research and inquiry support to a variety of organizations, such as: public relations and advertising firms, publishing firms, technology-related vendors, and any firm that is at the beginning or end of the IT value-market chain such as plastics manufacturers, audio or other component companies. Clients of the CIA service have managed access to IDC's research products through a unique, analyst account manager relationship. All CIA client relationships and inquiry support are managed by a team of dedicated analyst account managers. Each analyst account manager is assigned to a distinct portfolio of customers. The ideal candidate for the Manager, CIA position will possess a background in the IT or related industries and will have experience with market research or customer service management as well as personnel or product management experience. The candidate must be team-oriented, and able to multi-task in a fast-paced, demanding environment. *Location: Framingham, MA*
Contact: A. Schneider, Fax: 508-935-4610, Phone: 508-935-4419, Email: idc_jobs@idc.com

**Research Analyst, US Quarterly PC Tracker (IDC)**
The US Quarterly PC Tracker Analyst will carry primary responsibility for IDC's quantitative view of the US PC Market. This involves data collection (vendor interviews, reviewing primary studies, cooperating with other research groups), collation (making sense of the above) and reconciliation (sorting out different views to create the official vision). The research created in this position is used as IDC's core for PC market shares, market forecasts, market sizing and other critical quantitative analysis. Candidates must have excellent quantitative and analytical skills. Knowledge of the PC industry is extremely helpful. Excellent written and communication skills are required. *Location: Mountain View, CA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idc.com

**Senior Research Analyst, Telecom Residential Group (IDC)**
IDC is seeking a Senior Research Analyst to analyze and write reports on the U.S. Telecom Business Networking Sector. The analyst will analyze the strategies of major service providers in the telecom and internet sector, as well as size and forecast existing and high growth sectors. Some experience in analyzing the telecom or IT sectors preferred. Writing skills and knowledge of database management software such as Microsoft Excel essential. BA in Liberal Arts or Engineering required. MA/MBA preferred.
*Location: New York, NY*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

**Application Development Specialist (IDC)**
The IDC I.S. department is looking for an experienced and team-oriented professional who combines strong interpersonal and team skills with first class technical capabilities. The selected candidate will deliver customer driven solutions to the internal IDC community. Verbal and written communication skills will be crucial to success. On the technical side we are looking for at least two years experience developing Lotus Notes (ver 4.x) applications in mission critical contexts. 3 - 5 years experience with relational databases is required. Experience with structured design, testing and documentation methods are required. Experience with Oracle, customer information systems, Lotus Notes administration, Access, Lotus Notes Pump, Notrix, enterprise reporting systems, sales automation systems and Web development are desirable. The ability to work with end-users to develop requirements and provide solutions rapidly will be a key to success in this position. This position is loaded with opportunity to learn new and exciting technologies while working within a high performance I.S. team. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

**Web Server Administrator (IDC)**
The Web Server Administrator is primarily responsible for 24x7 accessibility of the external, corporate Internet infrastructure serving IDC's core customers. This infrastructure includes but is not limited to server hardware, server daemons and ISP connectivity components. Additional responsibilities will include design, selection and deployment of new infrastructure components, upkeep of existing components , Internet security, O/S scripting and other light programming tasks. The Web Server Administrator will possess and maintain a working knowledge of Internet networking protocols, common Internet software, the Win32 application environment, Microsoft IIS, MS SQL, Lotus Notes/Domino and Verity Search Server. The Web Server Administrator is a team position within IP&S, as such cross-training and periodic coverage of other members' job functions will be required. *Location: Framingham, MA*
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

**Human Resources Representative (IDG)**
HRSD West is seeking a human resources generalist to help support a client base of six IDG business units. Responsibilities include recruiting, employee relations and performance management. Ideal candidate will have 3-5 years generalist experience and possess strong interpersonal, communication and problem-solving skills. *Location: San Francisco, CA*
Contact: S. Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murphy@idg.com

**Administrator (IDG)**
IDG Paper Services, Inc. has an immediate opening for a regular, part-time (30 hour week) entry level Administrative Assistant. We are looking for a professional, highly motivated, detail-oriented person. Responsibilities include data entry, creating and generating purchase orders, faxing, copying and filing. Familiarity with Microsoft Word, Excel, Powerpoint and e-mail. Secretarial school a plus.
*Location: Framingham, MA*
Contact: V. Sanclemente, Fax:508-875-7829, Phone:N/A, Email:valerie_sanclemente@idg.com

**Associate Art Director (IFW)**
INFOWORLD is seeking an innovative art director/designer. At least 3 years experience, Quark and Photoshop skills and a clean design style required. Fast-paced but sane environment.
*Location: San Mateo, CA*
Contact: S. Barnes, Fax: 650-312-0668, Phone: 650-525-3464, Email: resumes@infoworld.com

**District Sales Manager (NW)**
Looking for an energetic, highly motivated sales person to join our expanding California team. Responsibilities include creating effective sales strategies and pursuing all advertising opportunities in assigned territory. Individual will be responsible for growing existing accounts and selling multiple Network World products to clients and ad agencies in the Northern California market. This position requires excellent verbal and written communication and organizational skills. Advertising sales experience is strongly desired preferably in high-tech industry. Knowledge of technology and telecommunications a plus. Demonstrated closing and creative problem solving skills necessary. *Location: West Coast*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

**Reporter/Editor (PC World, Online Services Group)**
PC World Online is looking for a reporter/editor to report, edit, and assign daily news stories in its San Francisco office. Must have strong reporting and editing skills; ideally at least two years' journalism experience. Solid knowledge of PCs and Web technologies and products a necessity. Daily news experience and online publishing experience a plus but not required. Candidates should be comfortable working under very tight deadlines in an intense online publishing environment. *Location: San Francisco, CA*
Contact: E. Bender , Fax: 617-426-0235, Phone: 617-482-2750, Email: eric_bender@pcworld.com

**TipWorld Copy Chief (PCW OSG)**
The Copy Chief will copyedit, proofread, manage copy flow, and hire and supervise freelance copyeditors for the TipWorld (http://www.tipworld.com) and Dummies Daily ( http://www.dummiesdaily.com) lines of daily e-mail newsletters. The ideal candidate will have copyediting and management experience; excellent communication and diplomatic skills; and experience working in a daily publishing environment. The Copy Chief will work closely with the executive editor, the production department, and writers and editors to ensure the smooth flow of copy as well as stylistic, grammatical and syntactical accuracy, *Location: Flexible*
Contact: J. Welp, Fax: N/A, Phone: 617-422-8038, Email: jim_welp@pcworld.com

**Application Developer (PCW OSG)**
PC World Online is seeking an Application Developer (AD) to be responsible for planning, design and creation of applications and other technical solutions for the Online Services Group product lines. The AD will work in conjunction with project managers, editors, and business development associates to assess their application needs, propose solutions, and create applications in coordination with the existing technical infrastructure. The AD should possess or be willing to acquire a strong working knowledge of scripting languages, databases, and the HTTP protocol. The AD should also have some familiarity with web publishing including knowledge of HTML and basic web development tools. *Location: San Francisco, CA*
Contact: C. Lieberman, Fax: 415-442-1891, Phone: 415-975-2626, Email: carla_lieberman@pcworld.com

**Corporate Communications Associate (IDG/CSC)**
IDG's Corporate Support Center is seeking a dynamic and professional Corporate Communications Associate. Successful candidates will have proven experience in a public relations specialist role. In this position, your responsibilities will include writing and editing press releases, formulating proactive press opportunities and story ideas, managing and coordinating events and seminars, researching and analyzing competitive announcements and coverage, maintaining current communications database (media contacts, releases), researching executive speaking opportunities, developing bylined prospects, maintaining editorial calendar prospects and pitching IDG inclusion, interfacing with senior executives, and coordinating and supporting worldwide corporate communications efforts. In addition to traditional communications support this role will require operational and administrative support (budget management/mailings/subscription, membership and vendor assessments/renewals). Must be a motivated, proactive, self-starter who can maintain composure and effectiveness under deadline pressure. Agency experience a plus.
*Location: Boston, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Publisher/Vice President of Sales (Web Publishing)**
Fast-growing Web-only publishing unit is looking for publisher or VP of Sales able to handle multiple publications including new launches, with experience at strategic sales planning and ability to operate in a complex revenue environment. Space sales experience necessary, new-media experience helpful but not required. Small "team" operation is reaching for the stars! Location: San Francisco, CA
Contact: McCarthy fax:415-267-1732, Phone: 415-267-1727, Email:mac@wpi.com

***The weekly Job Opportunities update is produced by the***
***Corporate Human Resources Department in Framingham, MA.***
***If you have questions or would like to post a job, please contact***
***Jessica Luacaw at 508-935-4355.***
***Thank you!***

# Business Unit Leaders Share Great Ideas

*One of the most popular sessions at the Worldwide Managers Meeting has been the "Great Ideas" presentation. Before the meeting all business unit heads are asked to submit a written answer to : "What is your greatest idea that you and your team feel best exemplifies the spirit of sharing 'Best Practices' globally?" Ten managers are selected to present their ideas at the meeting; six are summarized below.*

### 24 HOURS IN THE YEAR 2000

**Martin Taylor**, IDG New Zealand

Beginning Jan. 1, 1999, IDG will launch a global network of Web sites that will follow the Year 2000 (Y2K) problem around the world. IDG New Zealand will lead the big first day coverages, as it will be the first geographic location to see the new millenium. IDG.net and the IDG News Service will build a "hub" consisting of Y2K news and databases, links to Y2K resources, links to countries' Y2K sites and a Y2K World Media Center. Participating countries will build Y2K gateway sites that will include local news and databases, links to IDG.net and other resources, and on-the-spot reporting leading up to, during and following Jan. 1, 2000. *(For more information, contact laurie_morgan@idg.net or martin_taylor@idg.co.nz)*

### NETWORK WORLD VIRTUAL SEMINARS

**Bill Reinstein**, *Network World*

Despite time constraints network IT professionals still have a tremendous need to learn about new products and technologies and hear from industry experts and vendors directly, but they cannot always attend face-to-face seminars and events. *Network World* U.S. has architected and implemented a voice and data conferencing system that comes close to simulating a classroom environment that we are now able to offer our advertisers and sponsors. We package custom "virtual seminar" events using our expert speakers, online and print marketing resources and our seminar production team. These virtual seminars carry margins in excess of 50%, since much of the marketing can be done online and no physical meeting expenses are incurred. *(breinstein@nww.com)*

### RELATIONSHIPS WITH STOCK BROKERAGE FIRMS

**Joe Levy**, *CIO*

*CIO* has relationships with Morgan Stanley, Credit Suisse First Boston, Goldman Sachs, Merrill Lynch and others. They can provide valuable access to their research for free. This research is a valuable input to your sales force to learn more about customers and prospects. You can also do joint research projects, which lends their brand equity to yours. Try to get speaking engagements at their technology-oriented conferences or at least attend them. Try to get permission to distribute your technology publications there. Your presence can significantly increase the image of your publication, plus it's a great way to sell and make contacts at top levels. *(jlevy@cio.com)*

### SPECIAL ADVERTISING SECTIONS

**Rich Marino**, *PC World*

*PCW* tried a different approach designed to get incremental space from a group of vendors who rarely use our type of media: LCD presentation projector vendors. We created an independently written special advertising section about all the presentation hardware with four editorial pages and four ad pages that ran in the March 1998 issue. It was clearly labeled "special advertising section" and followed all other ASME guidelines pertaining to these units, so our editors had no problem with it.

To market the section we created sell-sheets listing rates, closing date, editorial preview and market data. We also established a program advertising rate of $30,000 and created an online "Tip of the Day" newsletter about presentations where participating advertisers could run online at special rates.

The whole project resulted in $135,000 of net revenue, and we also gained eight full pages of market share over our competitors that month. The idea was so successful that we repeated it in several other issues and in total picked up about $900,000 in incremental revenue. We plan similar special reports over a variety of product groups to run monthly in 1999. *(rich_marino@pcworld.com)*

### NEW RECRUITMENT MEDIA

**Kozo Hiramatsu**, IDG Japan

In January 1998, IDG Japan launched *Job World*, a new recruitment media that combines print, Web and e-mail and reaches 500,000 IT professionals. Ad contents are 1) uploaded to the Web, 2) e-mailed to all registered job seekers and 3) printed in all the magazines that IDG Japan publishes. Market perception of *Job World* has been increasing rapidly, as have sales. Average monthly net income for this venture in the past seven months reached 6.3 million yen (US$50,000). *(kozoh@idg.co.jp)*

### VOUCHER BOOKLET

**Kit Gould**, *PC Advisor* (U.K.)

We offered readers exclusive discounts from our key advertisers in the form of coupons they can cash in for products purchased from advertising in the magazine. Twelve clients offered either a special discount or valuable extras, such as a free printer, on their products. These offeres were then packaged in a booklet that was cover-mounted to the front the magazine. By aggregating the offers, we enticed readers with more than $1,500 of savings. We charged the advertisers about $2,000 for each coupon, which gave us a small profit.

Everyone gained. Readers got a special discount they normally wouldn't have received. Participating advertisers got a higher profile than other clients and pulled readers toward their offerings. *PC Advisor* offered a little extra to its readers and attracted a higher number of readers wanting to buy products. *(kit_gould@idg.com)*

# NOTEWORTHY

## PROMOTIONS

BEST

IDG WORLD UPDATE

IDC Group Vice President **Donald Best**, a 13-year employee, has been promoted to senior vice president, reporting directly to IDC President and CEO **Kirk Campbell.**

"Don became group vice president of U.S. Sales at the start of FY96, [and] he has grown IDC bookings at a healthy rate each year — including 23.1% growth in CIS bookings from FY97 to FY98," said IDC Senior Vice President **Vicki Brown**. "While managing the U.S. sales organization, Don also led a number of significant and strategic new initiatives, including reorganizing the U.S. sales from geography-focused, to customer- and industry-focused; adding new sales tools and a new approach to IT supplier sales; improving product and sales training; and creating IDC's first-ever sales opportunity analyses.

"In addition to demonstrating outstanding sales leadership skills in the past three fiscal years, Don also actively participates in IDC's strategic planning process as a member of the 11-person "10:10" Strategy Team. In this role, he is, effectively, the voice of our customers," Brown noted.

*Federal Computer Week* District Sales Manager **Susan Cardoza** has been promoted to regional sales manager. "Susan has developed outstanding relationships with key customers and established numerous new accounts," said **Mary Martin**, *FCW*'s Eastern sales director. "Her territory has been expanded and we have every confidence she'll bring the same level of excellent service to her growth accounts."

IDC Korea's **Y.S. Hong** moves from sales executive to senior sales executive and **H.J. Kim** advances from administration/customer service representative to senior administration/customer service representative. "Since joining IDC Korea in 1997, Y.S. has developed several new accounts, including government agencies and several large companies," said **D.H. Oh**, managing director of IDC Korea. "In addition, she made her 1998 quota within 10 months, despite the economic crisis. H.J. has been involved in administration and customer support including inquiry and library management since joining IDC Korea in 1997. She is excellent at handling customer problems and quickly providing solutions. Many clients, including Hyundai and Samsung, have commented on H.J's inquiry support and the timeliness with which she has answered their questions."

MOSCHELLA

IDG WORLD UPDATE

**Donna Moschella**, most recently business services manager for IDG World Expo, has been promoted to the post of finance director. "Donna's reputation for passion and persistence preceded her arrival at World Expo," said IDG World Expo President **Charlie Greco**. "Her persistence earned her a finance degree from Bentley College, which she attended evenings while maintaining a full work load at IDG. Her passion has made her a stickler for details and a true asset to a growing organization."

## NEW EMPLOYEES

**James McCloud** joins *PC World* as a mail services coordinator. He is a graduate of San Francisco's Golden Gate University with a B.S. in operations management with an emphasis in transportation and logistics. He enjoys surfing, hiking and spending time with his family.

**Mark Andrews** has been hired as *Network World*'s mailroom assistant. He was previously a shipper/receiver with Liberty Engineering. He is currently attending Massachusetts Bay Community College and likes to snow ski, bike and travel.

Vice President and General Manager of Custom Publishing **Ellen Romanow** comes to *CIO* from Cahners Business Information where she was publisher and general manager. She holds a B.A. in sociology from George Washington University in Washington, D.C., and an M.S. in communications from Boston University. She is co-chairperson of the Custom Publishing Council of the Magazine Publishers Association.

*All business units are welcome to send information and photos for the Noteworthy section to: world_update@idg.com.*

## IN MEMORIAM: VALERIE SHANKS

**Valerie Shanks, a 14-year IDG Spain veteran, died recently after a long illness.**

SHANKS

IDG WORLD UPDATE

**IDG Spain Managing Director Paco Zabala recalled the vitally important role Valerie had when he first joined IDG as a general manager, a time when the company was going through a lot of changes. She made innumerable contributions during her career as an administrative coordinator, controller and most recently international marketing manager.**

**"Valerie was an exceptional professional, very intelligent with a big heart for her friends and others. She's irreplaceable," he said.**

**The IDG community extends its sympathies to Valerie's colleagues at IDG Spain and to her many other friends and family.**

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**TWENTY-TWO YEARS**
Peter Holm - InfoWorld

**FIFTEEN YEARS**
Karin Wirth-Wernitz - IDG Germany

**TWELVE YEARS**
Susan Middleton - IDC
Jeff DeBalko - IDG Global Communications

**ELEVEN YEARS**
Karen Timons - IDC
Lew McCreary - CIO

**TEN YEARS**
Noel McLaughlin - PC World

**NINE YEARS**
Anne Nickinello - Network World
Karen Rokkedahl - IDG Denmark

**EIGHT YEARS**
Dan Gentile - Network World
Duane Hampson - PC World

**SEVEN YEARS**
Glenys Mercado - IDG
Steven Pelosi - IDG

**SIX YEARS**
Amy Bartulis - Network World
Terry Sanders-Prentice - Network World
Eileen Newman - IDC
Ann Kremers - PC World
Lisa Zimmerer - PC World

**FIVE YEARS**
Sean Weglage - Network World
Carolyn Johnson - IDG Research Services
Alec Brown - IDG New Zealand

**FOUR YEARS**
Sharon Chin - Network World
Mary Kaye Newton - Network World
Keith Waryas - IDC
Ulfet Ergun - IDG Turkey
Bernadette Fife - IDG Books
Christine Bailey - IDG Books
Gabriele Heilmann - IDG Germany
Harry McCracken - PC World
Richard Morland - IDC U.K.

**THREE YEARS**
Carla Cappucci - Network World
Brian Sours - IDG Games Media Group

**TWO YEARS**
Annika Alford - IDC
Amy McCabe - CIO
Nihat Karavar - IDG Turkey
Brenda Jacobs - IDG Books
Kathleen Matthews - IDG Books
Judith Levinson - IDG Books
Sandra Tan - IDG Singapore

**ONE YEAR**
Jill Keaveney - Network World
Suzanne Gasper - Network World
John Dooley - Network World
Paul Johnson - IDC
Juan Carlos Perez - IDG News Service
Sarah Friesema - Web Publishing
Lisa Wilson-Wirth - CIO
Lana Lee - InfoWorld
Petr Mandik - IDG Czechoslovakia
Radek Marsik - IDG Czechoslovakia
Rowena Rappaport - IDG Books
Allison Solomon - IDG Books
Christine Yam - IDG Books
Stephanie Rodriguez - IDG Books
Julie Wood - IDG New Zealand
Ken Bowles - IDG Books
Marion Kraus - IDG Germany

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# Here Comes the Bride, Hitting Her Stride...

IDG Books' **Mike Britton** didn't race to the altar. In fact, he raced *away* from it with his new bride, wearing running shoes instead of satin pumps, at his side.

Britton, IDG Books' vice president of production and creative services, and his wife Suzanne van Cleve, managing editor of adobe.com, were married just after dawn on Aug. 16 at Cabrillo National Monument, overlooking the entrance to San Diego's harbor. Then they ran a half marathon to Balboa Park.

"We're both runners," Britton said, "and we decided to do it at one of the races we really enjoy, which is America's Finest City Half-Marathon, one of the largest in the country."

A limousine picked up Britton, van Cleve, the minister and photographer at their hotel and took them to the start line. "The ceremony, which lasted about 10 minutes, was performed in front of 6,500 people," Britton said. "It was pretty much the whole regular wedding service and they even played wedding music over the race's speaker system.

"One of the best parts of the race was being seeded with the elite runners at the front of the race. Of course, we almost got trampled. We finished the race in 2:17:22," Britton said, "but we had 10 minutes of photo shoots at the 10-mile mark by the harbor and five minutes more later." (The winner finished in a not-so-leisurely time of 1:03.)

Britton and van Cleve run road races regularly, with van Cleve the better runner. In San Diego they ran side by side. "It's the first time we'll ever finish together," van Cleve told the *San Diego Union-Tribune*. "Usually I beat him."

A TV news crew was on hand at the finish line and the wedding appeared on San Diego sports reports, Britton said.

America's Finest City Half Marathon is held annually on the same weekend, so the couple's should have no trouble remembering their wedding anniversary — or figuring out how to celebrate it!

**MIKE BRITTON AND HIS NEW BRIDE** *show off their wedding finery, which also served as their race attire immediately following the ceremony.*

## OFF LINE

**It's that time again!**

**Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, Nov. 10.**

Version 2.0
More BYTE-ing Humor from
The 5th Wave by Rich Tennant

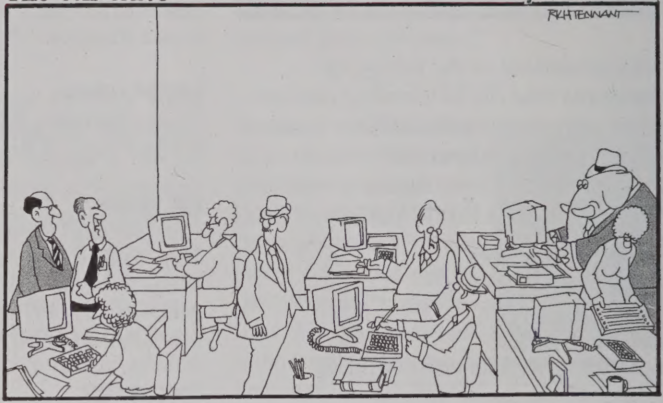
**The IDG employee with the most humorous submission will have a choice of receiving either a copy of Rich Tennant's newest book of cartoons, *Version 2.0*, or an "Off line" T-shirt imprinted with an original Rich Tennant cartoon.**

**Honorable mention winners will reeive an *IDG World Update* cup.**

**Fax your creations to 617-423-0712 or e-mail them to world_update@idg.com.**

**Have fun!**

The 5th Wave By Rich Tennant



IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries. IDG also produces 168 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The *IDG World Update* staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 43

October 26, 1998

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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

# *PC Welt* 15th Anniversary Issue Sets New German Circulation Record

### Two CD-ROMs, editorial supplement credited with helping to sell 450,000 copies

Just one month after receiving the Chairman's Award for Highest Renewal Rate Among Subscribers of all IDG publications — a whopping 95.7% — *PC Welt* has a new reason to celebrate. Sales of the 15-year-old monthly's October anniversary issue have not only set a new record for *PC Welt* but a new record among all of Germany's PC magazines.

15 Jahre PC-WELT: Das Jubiläums-Heft

PC WELT

2 CDs der PC-WELT mit: 650 MB Treiber Die aktuellen Versionen

Auch auf den 2 CDs:

Neue Treiber für Win 95 und 98

Tips: Mehr Tempo & Extras

Kleine Tricks – große Wirkung

Windows 95/98: Wie Sie Profi-Funktionen für sich nutzen

Schnell & billig

Tips & Tests: Scanner, Grafikkarten

Plus: 32-Seiten-Beilage – 15 Jahre PC-WELT

"The paid circulation of our October 1998 issue will level out at approximately 450,000 copies," said IDG Magazine Managing Director **York von Heimburg**. "Sales will outstrip our previous best result by as much as 50,000 copies, making our anniversary issue the new top performer among all PC magazines."

Contributing to the outstanding sell-through were the permanent improving of

• CONTINUED PAGE 4•

# U.S. Editors Tackle Diverse Issues at Annual Gathering

### Methods to attract, retain top staff; integrating print and online; cross-publication cooperation among agenda topics

**FRONT ROW: CAROLYN WONG, SUNWORLD; PETER WOLCHAK, COMPUTERWORLD** *Canada;* ***Johanna Ambrosio****, Computerworld Online,* ***Linda Gorgone****, meeting coordinator, Computerworld. Second row:* ***Catherine Baskin****, PC World;* ***Elizabeth Heichler****, IDG News Service;* ***Steve Fox****, PC World;* ***Victoria Anderson****, Global Web Support Center;* ***Carolyn Marsan****, Federal Computer Week;* ***Anne Armstrong****, FCW. Third row:* ***Linda Stuart****, Network World Canada;* ***Marc Ferranti****, IDG News Service;* ***Charlotte Ziems****, InfoWorld;* ***Eric Bender****, PC World;* ***Mark Cappel****, IDG.net;* ***Mike O'Connell****, JavaWorld;* ***Joanne Connelly****, FCW;* ***Jonathan Weber****, The Industry Standard. Back row:* ***Steve Singer****, CIO;* ***John Dix****, Network World;* ***John Gallant****, NW;* ***Paul Gillin****, CW.*

Last month nearly 30 U.S.-based IDG editors, from both print and online publications, met in Boston to discuss a number of issues, including what they termed "cooperative publishing."

"I find meetings like this useful be-

• CONTINUED PAGE 5 •

## IN BRIEF

# *The Industry Standard* Increases Circulation 67%

IDG's *Standards* are rising. Circulation-wise, that is.

*The Industry Standard* announced earlier this month that it increased its circulation from 60,000 to more than 100,000, a 67% increase since the Internet economy newsmagazine's launch in April. The increase is expected to allow marketers to reach a significant number of the Internet executives driving the Internet economy.

THE INDUSTRY STANDARD
MORE PAIN IN DOMAIN NAME GAME
HOW MICROSOFT SEDUCES DEVELOPERS
MICHAEL WOLFF OUTS THE WEB
MONEY ON THE NET
SPECIAL REPORT
FINANCE IN THE INTERNET ERA

After more than a year of research to define what *The Standard* calls the "Internet business strategist" market — a new audience that marketers crave but have had trouble reaching through current media — the paid-circulation weekly has a much clearer profile of these business leaders: who they are, how many there are, what their jobs consist of, and what information they need to do those jobs.

"These new Internet business strategists are 'brand demanders' running the most innovative companies and developing the most creative business models, hiring the best and brightest, and buying the latest services and technologies," said **John Battelle**, president and publisher of *The Industry Standard*. "[We have] pulled them together into one highly focused audience."

Research shows that these are executives responsible for creating and implementing corporate America's e-business strategies. They have access to billions of dollars, and, according to an IDC White Paper, "Architects of the Internet Economy," more than $174 billion will be spent to Web-enable corporate America in 1999 alone, with that figure expected to exceed $518 billion by 2002.

Paul Guthrie, vice president of technology research at Visa International, said, "*The Industry Standard* really is becoming a must-read for anyone serious about growing their Internet business."

And with just five months of issues under its belt, the media has recognized *The Standard*'s contribution to the business publishing category. Fred Moody on ABC News.com called the San Francisco-based magazine "far and away the best publication covering the Net today." 🖳

# IDG's Latin American Titles Featured at Comdex Miami

IDG
INTERNATIONAL DATA GROUP
solutions integrator
IDG
INTERNATIONAL DATA GROUP
COMPUTERWORLD
PC WORLD
COMPUTERWORLD
IDG
Publish
NetworkWorld

ANDY JARAMILLO

**VISITORS TO IDG'S COMDEX BOOTH MET IDG MARKETING** *Services staff members (left to right):* ***Carmen Iglesias****, marketing intern;* ***Elba Intriago****, director of international accounts,* ***Gilbert Manresa****, VP/associate publisher, PC World Latin America;* ***Norma Intriago****, international sales associate, and* ***Volker Heistermann****, international marketing analyst .*

International Marketing Services's Miami-based Latin America division made its presence known at last month's Comdex Miami where it represented IDG's Latin American capabilities. According to **Volker Heistermann**, IMS international marketing analyst, more than 3,000 copies of IDG Latin America publications, plus IDC collateral materials, were handed out by six IMS staffers at the trade show, which was attended by 40,000 visitors. IMS and IDC also co-sponsored a party, complete with a cigar roller and jazz band, for 150 clients at the Ritz Plaza in the city's Art Deco District. Heistermann said that the show was a big success as clients and perspective clients had a chance to meet with the IMS Latin America staff and get a complete overview of IDG's publications throughout Latin America. "We've already booked the space for next September," he noted. 🖳

## Recent Dummies Sightings

IDG Books' ...For Dummies product line continues to gain prominent media attention. Among recent sightings:

- *Time Magazine* (Oct. 5), which featured the Dummies line in a "Battle of the Knuckleheads" article.
- *The New York Times* crossword puzzle (Oct. 4): "Author of Sex For Dummies" was the clue.
- CNN's "Business Unusual" program (Sept. 26), which addressed the Dummies phenomenon as part of a wide-ranging interview with IDG Chairman **Pat McGovern**.

# ON LINE

**PACO ZABALA**

*The managing director of IDG Spain is this week's guest columnist. Part 1 appeared Oct. 19.*

## IDG SPAIN AT-A-GLANCE

**Established:** 1981

**Location**: Madrid

**Number of employees**: 95

**Publications**: *Computerworld, PC World, Comunicaciones World, Dealer World, Macworld, iWorld, Diario Informatic.*

**Events:** PC World Expo; Macworld Expo; Computerworld Conference

**Web site**: http://www.idg.es

**Market position**: Leader

**Latest accomplishment**: We negotiated for PC World Expo, scheduled for April 27 - May 5, 1999, in conjunction with Informat, to be Barcelona's official trade show (i.e., sponsored by the local government, city council and chamber of commerce).

**Top three goals for FY99**:
1) To have the Executive Committee approve my plan of launching a consumer magazine.
2) To strengthen IDG New Technology, our online business, by offering more services on the Web site and increasing ad sales.
3) To survive.

**Q IDG Spain publishes *Dealer World España* and *Dealer World 15*. Why the need for two channel publications in the market, and what's the difference between the two?**

A *Dealer World 15* is basically a complement to *Dealer World.* Clients demanded a magazine that addresses what is going on in international markets and provides information on exchange problems and rapid price changes. They needed a magazine published twice monthly to keep up with the market.

From the editorial point of view, *Dealer World 15* focuses mainly on products — new ones, comparatives or evaluations from the test laboratory. *Dealer World 15* has been very successful among the readers and we hope this will have a positive influence on the number of advertising pages.

**Why isn't there an IDC office in Spain? Does your business unit conduct any market research?**

Many readers may be unaware that my first job with IDG from 1982-84 was sales manager of IDC in the Barcelona office. Therefore I have a special affection for this company. Back in 1984, however, the IDC general manager was fired because of poor management and IDG later decided to shut down the IDC operations in both Madrid and Bar-celona.

There have been several unsuccessful attempts to open up an office again. Most recently, in 1997, I proposed launching an IDC office as a product line of IDG Spain for a short time, five years at most, and paying a fee directly to IDC. After consolidating its position in Spain, the company would become a subsidiary of IDC. There was no agreement, so I've given up involving myself in this project.

I still believe it's important that IDC has a presence in Spain, and I think this is a good time for it. If IDC decides not to open an office in Spain, our idea would be to expand our small division, a part of the IDG Spain Marketing Department called IDG Research, that carries out internal studies on reader satisfaction and telemarketing surveys on behalf of small clients.

**Do IDG Spain and the other publishers of Spanish-language IDG publications share any resources or participate in any cooperative activities?**

Part of our collaboration with the rest of Spanish-language IDG business units, which concentrate on the Latin American market, is contributing selected editorial from some of our publications to the Spanish content section of the IDG News Service, Noticias en Español.

We also send complete editorial content, as well as images, on CD-ROM each month to several Latin American offices that have requested this service.

I must say the relationship among all the country managers in Latin America is excellent. I personally regret the cancellation of the annual Latin America Managers Meetings, which I had always attended. I think those meetings should be held again, as it is a good way to create synergies, propose new ideas and exchange information.

We at IDG Spain have some ideas for closer collaboration with Latin American business units, but it is too soon to speak about those projects as they are not yet clearly defined.

**Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? (Questions will be sent anonymously.)**

**Do you have a story idea for *IDG World Update*?**

**Do you have a comment about something you liked — or didn't like — in this newsletter?**

**If the answer to any of the questions above is "yes," send your comments and questions to world_update@idg.com.**

# IW Consulting Service Taps Test Center Expertise

With last month's introduction of InfoWorld Consulting Services, *InfoWorld* readers now have a new resource at their disposal to help them make informed buying decisions about technology and products.

The vendor-independent service will utilize the InfoWorld Test Center facility to test, evaluate and recommend solutions for customers' specific environments. The division offers a wide breadth of services ranging from customized test plan creation to in-depth product analysis.

According to **Charlotte Ziems**, vice president/InfoWorld Test Center, the technical analysts involved in consulting projects will work closely with the customer to provide the best solution for their specific business challenges. Many of the 36 people in the Test Center have either IT or consulting backgrounds and have wanted to explore an *InfoWorld* consulting operation for awhile. **Laura Wonnacott**, technical director; the *InfoWorld* marketing team lead by **Pam Fleming**; and **Jeff Sharpley**, director of strategic sales, have all contributed to the startup of InfoWorld Consulting Services.

Ziems has also hired **Howard Millman**, a seasoned consultant who writes reviews for both *IW* and *Computerworld*, to qualify individuals interested in the service. "After a reader contacts us to express interest in using our service, Howard will get in touch with them to make sure they know exactly what they need or help them figure that out. If the client doesn't know what they need, we won't be successful in helping them," Ziems said.

The service, which is available only to end-user companies — not computer industry vendors — has had a half dozen inquiries to date. Although the typical *InfoWorld* comparison takes from four to five months to complete, Ziems said that average length of a custom project can be greatly reduced or lengthened depending on the number of products the client would like tested.

IDG WORLD UPDATE

**TEST CENTER VICE PRESIDENT CHARLOTTE ZIEMS (CENTER ROW,** *far right) with members of the InfoWorld Test Center. Front row:* ***Jill Welch, Anna Orubeondo, Mario Apicella.*** *Second row:* ***Julie Uiterwijk, Renee Gotcher, Felicia Howell, Amy Leung, Lori Mitchell*** *and Ziems. Third row:* ***Laura Wonnacott, Brooks Talley, John Broderick, Dan Sommer, Jennifer Plonka, Bill Ginchereau, Dylan Tweney.*** *Fourth row:* ***Dan Seoane, Andre Avitka.*** *Absent from photo:* ***Yun Wang, Maggie Biggs, Lamont Duncan, Joel Scambray*** *and* ***Jeff Symoens.***

## DRIVEN BY READER DEMAND

"Reader demand and the success of our Test Center made the development of InfoWorld Consulting Services a logical next step for *InfoWorld*. Our expansion into the services market underscores our commitment to providing the best business guidance to our readers," said **Steve Moylan**, IW president and CEO.

For more information on *InfoWorld*'s consulting service, contact Ziems at charlotte_ziems@infoworld.com. The number for the service is: 650-286-2700; e-mail: consulting_services@infoworld.com.

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## PC WELT

*continued from page 1*

the editorial content as well as the inclusion of a double CD-ROM with a special cover and a special 32-page supplement on the evolution of the PC. A comprehensive TV and print campaign as well as targeted mailings also helped raise the magazine's visibility. In anticipation of the popularity of this issue, the company increased its October print run to 520,000 copies.

IVW figures for *PC Welt* make it clear that sales of the *PC Welt* anniversary issue reflect a long-term growth trend — not a one-time abberation, noted von Heimburg. According to IVW, *PC Welt* achieved an 18.3% circulation increase during the third quarter of 1998 compared with the same period last year. Already far and away Germany's leading PC monthly, *PC Welt* now averages monthly sales of 373,119 copies.

*Already far and away Germany's leading PC monthly, PC Welt now averages sales of 373,119 copies.*

"This growth has helped us break even further away from our competitors," von Heimburg said. "Although some of the bigger monthlies have been attempting to imitate the independent and self-confident style of *PC Welt*, they have been unsuccessful in attracting the large and loyal readership that we enjoy," von Heimburg said.

Volume 3, Number 9 October 26, 1998

# IDG U.S. UPDATE

PUBLISHED MONTHLY FOR IDG EMPLOYEES IN THE U.S.

# IDG's Training and Development Department Cultivates Corporate Value Number Three

## Invest In Our People Through Training

With "intellectual capital" and "knowledge management" evolving from trendy buzzwords to critical management levers, the importance of investing in training and development becomes increasingly apparent. IDG has always been committed to investing in its people through training.

"How that plays out at the business unit and individual levels can be as varied as the business units or individuals themselves," said **Julie Lynch**, IDG corporate training and development manager.

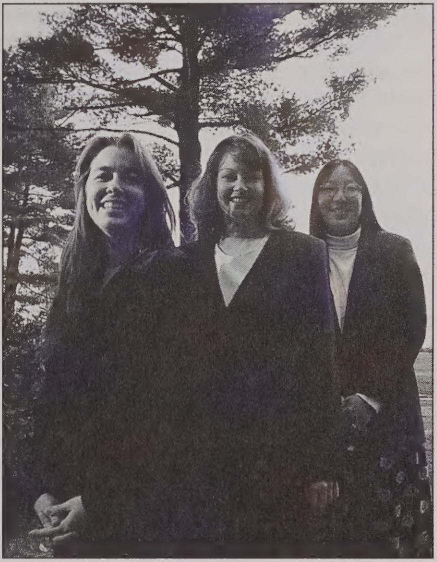
There are a number of ways IDG's U.S. employees can take advantage of professional development opportunities. These include the following:

### CORPORATE PROGRAMS

IDG's investment in employee and leadership development is evident in the number and variety of existing corporate programs and new programs under development. IDG currently holds several annual regional publishing institutes throughout the world designed to provide participants with an overall business understanding of publishing plus leadership development programs that provide education and networking at the strategic level.

"These programs are handled by the Corporate Training and Development department," said Lynch. "Some are break-even programs charged back to business units for participants' attendance, and some are funded jointly by IDG and the participating business units."

Some of the programs under development include a senior-executive forum and a new publishing/management institute to be held in China.



TOM MATHEWS

**(L-R) JULIE LYNCH, CONNIE RALEIGH** *and* ***Kerri Johnson****, based at the Framingham, Mass., home of the IDG Corporate Training and Development office, stand ready to meet employees' training needs.*

*For more information, contact julie_lynch@idg.com or 508-935-4041.*

### EAST COAST COLLABORATIVE TRAINING

According to Lynch, the Boston and Framingham business units are the main clients of this services. "Those business units can choose to participate by contributing money into a collective pool of funds, which is used to produce a general training program that their employees then have open access to," she said. "This program started when the business units recognized that if they shared training costs, they would receive more training value for their dollar."

Business units that don't participate can choose to pay on a per-course basis. IDG West Career and Training is structured similarly.

Lynch said the client business units of the East Coast Collaborative Training program can expect a fresh approach in FY99 that even more clearly aligns development offerings with individual and organizational goals in the areas of leadership, management, professional development and life balance. Some of the program's offerings include:

- Maximizing Feedback for Career Growth
- Intercultural Protocol
- Career Pathing at IDG and Career Development Workshop
- Competitive Market Analysis
- Superior Communications: Creating Excellence in Client Relations

*For more information, contact Training and Development Administrator* ***Kerri Johnson*** *at kerri_johnson @idg.com.*

### IDG WEST CAREER AND TRAINING

Having recently commissioned an analysis of employee development needs, IDG West Career and Training continues to respond to the suggestions and development needs of its clients with new titles, some of which include:

- Personal Financial Management

• CONTINUED ON PAGE 3 •

# TRAVEL UPDATE

## Did You Know...

**United** will offer daily nonstop service between Boston and London's Heathrow Airport as of April 4, 1999.

**Amtrak** has raised most Northeast Metroliner fares by $1 to $3 each way.

**Effective Oct. 29**, United and Air Canada will share 600 daily U.S. flights.

**Debonair, Virgin Express, Air Malta** and other European airlines have announced a plan to start a shared frequent-flyer program early next year.

**United** began non-stop service between San Jose, Calif., and Washington, D.C.'s Dulles Airport, as well as eight Shuttle-by-United roundtrips between Los Angeles and San Jose.

**Priority Club** now gives 10 points for each dollar charged to a room for valet, meal and other services at Holiday Inns and Crowne Plazas. In the past, Priority Club has only given points for overnight accommodations.

**United** expands its e-ticketing service to Germany and China this month and has committed to extending service to 11 additional cities around the world by the end of the year. United's e-ticketing service now spans 13 countries on four continents. By Jan. 1, 1999, e-ticketing service will be available between United's U.S. gateways and Amsterdam, Beijing, Brussels, Dusseldorf, Frankfurt, Hong Kong, Milan, Munich, Paris, Shanghai and Singapore.

## IDG Domestic Car Insurance Coverage Update

IDG is covered through a private insurance policy for property damage, personal injury and damage to a rented vehicle for vehicles rented in the U.S. and Canada.

This policy has a $1,000 deductible. Please be aware that should an IDG employee be involved in an accident with a rented vehicle in the U.S. or Canada, the business unit that employs the renter, would be responsible for the deductible.

For countries other than the U.S. and Canada, IDG is not insured for rented or leased vehicles. Therefore, it is up to each individual business unit to determine its insurance needs and protect itself accordingly.

Private policies are available. However, they can be expensive. Rental agencies also offer collision damage waiver or lost damage waiver coverage in most locations. Cost, coverage and deductibles vary by location.

## Airlines Now Asking for Next-of-Kin Information

Effective Oct. 1, a federal ruling was passed that airlines will now be required to request a name and phone number of a passenger's designated emergency contact person.

The new rule, which Congress originally called for in a 1990 law, applies to all American citizens flying into or out of the U.S.

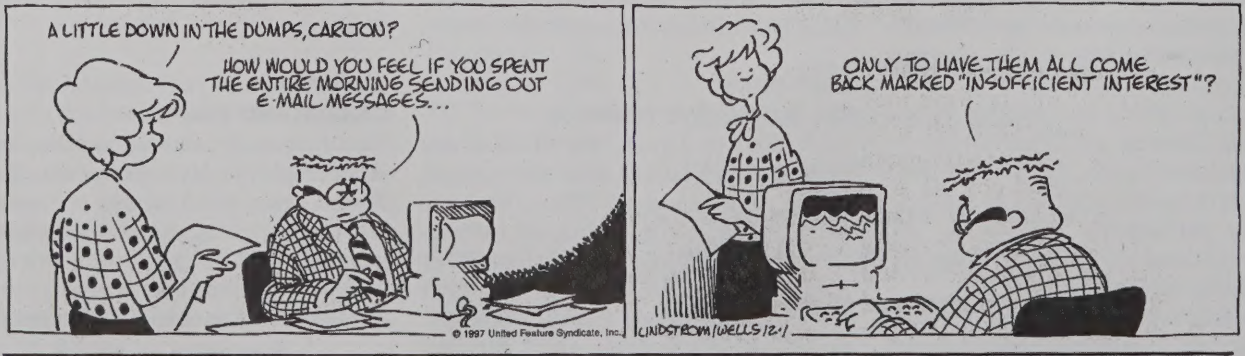
Most fliers will be asked to fill out a simple form requesting "contact information" including a name and phone number, but the fine print on some forms specifies that it should be "a person not traveling with you today."

Providing this information is optional, however, and fliers may decline to cooperate.

The rule does not currently apply to non-U.S. citizens, nor to domestic flights. However, the Department of Transportation will consider extending the rule to domestic travel, contingent upon the results of the current ruling.

**IDG Corporate Travel Manager Lyndsey Pomella contributes this column. She may be reached at: lyndsey_pomella@idg.com**

**EXECUTIVE SUITE®** by William Wells & Jack Lindstrom


A LITTLE DOWN IN THE DUMPS, CARLTON?
HOW WOULD YOU FEEL IF YOU SPENT THE ENTIRE MORNING SENDING OUT E-MAIL MESSAGES...
ONLY TO HAVE THEM ALL COME BACK MARKED "INSUFFICIENT INTEREST"?
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LINDSTROM/WELLS 12-1

### TRAINING

*continued from page 1*

- Thinking Creatively: An Innovative Approach to Problem Solving
- Interviewing Skills
- So You Want to Be a Pundit

*For more information, contact barbara_hanna@idg.com.*

### FUNCTIONAL TRAINING EAST/WEST

The Corporate Training department is researching a number of programs targeting the major functional areas of IDG's publishing business, including Sales and Editorial. "This is something we're starting to put together to fill a need across all U.S. business units," Lynch noted. "One of our main concerns is being able to make these programs available in different regions so employees will have access to this locally."

*For more information, contact Training and Development Specialist* ***Connie Raleigh*** *at connie_raleigh@idg.com.*

### TRAINING TO GO!

This library of professional development resources offers self-study audio, video, CD-ROM and other materials to fit employee's schedules. In the 10 months the site has been active, almost 200 employees have used the resources. Lynch said the most popular courses have been the Communication and Time Management resources, along with the General Management topics and many of the Life Balance and Personal Finance courses. The Training Department has just added more than 50 new items, so if you haven't visited TTG lately, you haven't visited TTG. Available to all IDG employees free of charge, this lending library can be accessed through Lotus Notes or <http://www.idgcentral.com>.

*For more information, contact kerri_johnson@idg.com.*

(L-R)) **BARBARA HANNA,** TRAINING *coordinator, and* ***Sara Barnes****, manager, handle the IDG West Career Training and Development Program from their office at InfoWorld in San Mateo, Calif.*

### BUSINESS UNIT TRAINING

Each business unit handles training and development differently. Contact your Human Resources department.

The Corporate Training and Development staff encourages IDG business units and individuals to make the time to take advantage of these training opportunities.

If you have suggestions about professional development at IDG or your business unit, Lynch encourages you to contact the IDG Corporate Training and Development department.

## THE TOP 10 REASONS TO ATTEND IDG's TRAINING COURSES

**10. Co-workers mistake your In basket for the recycling bin. You need to Get Organized!**

**9. To you, Change Management means having enough quarters for the tolls.**

**8. Last month you spent more on take-out Chinese food than on your mortgage. You could use some Personal Financial Strategies.**

**7. Your idea of Speed Reading is negotiating the detour signs around downtown construction.**

**6. Your idea of Sound Decision Making is setting the stations on your car radio.**

**5. Your best Time Management Strategy is hitting the Snooze button on your alarm clock.**

**4. You think that On-Line Initiative means cutting people in the lunch line.**

**3. You heard that Bill Clinton took the course How To Tell People Things They Don't Want To Hear.**

**2. When you give a speech you picture *yourself* in your underwear. You need Presentation Excellence.**

**1. You've been pronouncing 'Java' as 'Hava'. Using The Internet course is for you.**

## Upcoming IDG Events in the U.S.

**Nov. 5-6**
Baptie Channel Focus Conference
San Diego, Calif.
Contact: Amanda Lawatsch, tel: 650-294-7838; amanda_lawatsch@idgchsg.com

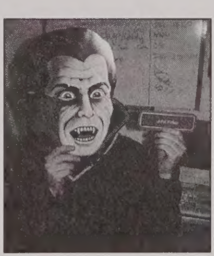
**Nov. 16-18**
Comdex Cafe
Las Vegas
Contact: Tiffany Wallace, IDG Marketing Services, tel: 415-676-3031; tiffany_wallance@idg.com

**Nov. 16-17**
IDC Briefings at Comdex
Las Vegas
Contact: Elizabeth Chisholm, tel: 508-935-4002; echisholm@idc.com

**Jan. 4-8, 1999**
Macworld Expo
San Francisco
Contact: IDG Expo Management Co., tel: 781-551-9800

## Happy Halloween!

*The folks at IDG's 5 Speen St. office in Framingham, Mass., got a jump on the holiday last week.*



TOM MATHEWS

• FOR SALE • FOR RENT • BIRTHS • MARRIAGES • PEN PALS • HOUSE EXCHANGES • FOR SALE • FOR RENT •

HOUSE EXCHANGES

# IDG WORLD UPDATE's MARKETPLACE

BIRTHS

• PEN PALS • MARRIAGES • BIRTHS • FOR RENT • FOR SALE • HOUSE EXCHANGES • PEN PALS • MARRIAGES •

## FOR SALE

• **Historic home**. Rare, historic house on 500 surveyed acres in southwestern New Hampshire. Professionally restored house with likely the best-preserved original (ca. 1800) wall stenciling in the country. House includes master bedroom, smaller bedroom (both with fireplaces), and full bath upstairs; downstairs features large kitchen and lower-level dining room with loft space above, three large parlors with fireplaces, office/bedroom, second full bath, and cellar. Complete privacy on town-maintained dead-end lane, spectacular 100-mile panoramic views, 40 acres of open fields, waterfalls in wooded glens, granite overlooks. Every kind of local flora and fauna. No other house in sight. Secluded, quiet, yet only 12 miles from Keene, N.H. Unspoiled, uncompromised house, property and views. A rare place in today's world. $585,000.

- Call owner **Steve Marlens**. (Submitted by Darlene Bordwell, IDC.) Steve Marlens, 603-835-2923 or smarlens@monad.net

• **Three-bedroom ranch.** Neat three-bedroom ranch home with deck, finished basement. Located on lovely country road in scenic central Massachusetts. Beautiful, spacious lot. For sale by owner.

- **Rick Saia**, *CW*, 508-820-8118 or rick_saia@cw. com

• **Apple Mac Performa 550**. Perfect for children and teenagers. Like-new Apple Macintosh Performa 550, System 7.1, CD-ROM. Tons of applications and games. Will throw in Brother inkjet printer. $400 or best offer.

- Contact **Tom Wailgum**, *CIO*, 508-935-4654 or twailgum@cio.com

## MOVING SALE

• **Many household items**: 1988 automatic Honda Accord hatchback with 114,000 miles and radio/cassette player: $3,000; 25" Sharp TV: $200; VCR: $70; Ivory sofa and matching loveseat, plus four matching pillows: $500; Stereo, consisting of CD player, cassette player. radio: $100; Goldstar microwave: $80. Some items available now; others in Nov. and Dec. The entire list of items for sale can be found in the Marketplace section of IDG World Update Online (http://idgcentral.com).

- Contact **Stella Chen**, IDC, 508-935-4577 or schen@idc.com

## CREDIT WHERE CREDIT IS DUE

The most important information on the Net is yours! Get it at <http://www.credit411.com.>

When was the last time you saw your credit report? You should know what the credit reporting agencies are telling companies about you. The agencies do not share information, so what appears on your Experian report may not necessarily be on your Trans Union or Equifax report.

Credit411, run by International Marketing Services' Alexis Meagher and her husband, offers online, easy-to-read, three-agency credit reports for only $34.95. It also has a section summarizing all your credit data, including total real estate debt and number of negative accounts.

You can purchase the reports online (the site is completely secure), or via mail, phone, or fax. The site also offers a credit monitoring service that notifies you if anyone accesses or adds negative information to your credit report. This service costs $54.95 a year and comes with a free Experian credit report.

- Contact **Alexis Meagher**, IMS, 415-676-3038 or alexis@credit411.com

## HAVE SOMETHING YOU WANT TO SELL, RENT, BUY OR ANNOUNCE?

***Send your ads in by November 18 for them to appear in the November 23 issue.***

Send your Marketplace ads to *IDG World Update* via e-mail: world_update@ idg.com or fax: 617-423-0712. Please include your name, business unit, telephone number and e-mail address.

*IDG World Update Online*'s Marketplace section (http://idgcentral.com) is updated whenever an ad is received.

IDG

## *Job Opportunities - October 26, 1998*

**Web Program Manager (CIO)**
CIO's Technology department is seeking a dynamic and results-oriented Web Program Manager. In this position you will be responsible for developing and executing programs that create and grow CIO's reader communities. The initial focus of this position will be to develop a solid membership base for the xNet Consortium, a forum of Web professionals. You will be a key member of the xNet team, helping with agenda, program and business development. You will also be responsible for new program initiatives and be involved in other online and real-world efforts. Ideal candidates will have knowledge of the internet industry; including business challenges and new initiatives, 5+ years of related experience, and the ability to work well independently. Familiarity with the IT industry is essential. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**System Administrator (CIO)**
CIO currently has a full-time position available for a System Administrator. Primary responsibilities will include: administration and operation of existing NT-based systems; developing and implementing user account management procedures; disaster recovery; administration, maintenance and support of enterprise-wide email systems; and assisting with implementation of expanding corporate network infrastructure. Demonstrated experience with NT 4.0 Server is required. The ideal candidate will have a BS/BA in Computer Science or equivalent and experience in the following: email (Lotus Notes Mail, ccMail); remote access (NT RAS, Dial-Up Networking, Shiva LanRover); backup software (Cheyenne Arcserve). Experience in these additional areas would be a plus: Netware 3.12, Lotus Notes, Filemaker Pro, QPS. The successful candidate will possess 1-2 years experience, and the ability to multi-task while maintaining a strong attention to detail. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Group Operations Coordinator (IDC)**
We are looking for a detail oriented, highly organized, take charge individual to serve as the Group Coordinator for the IT and Internet Research departments. In this role you will work half time with the Internet research group and half time with the IT group. Specific Internet Group responsibilities include: Internet Group client list management, CIS deliverables fulfillment, eFlash delivery management, administrative support of Internet Group team, (including 6 local analysts and 1 Marketing Manager). Specific IT responsibilities include: Bid, purchase and receive standard computer equipment, maintaining accurate inventory and billing and charge back information, managing the departments financial records, maintaining departmental calendars and monitoring IT project statuses, general administrative support of IT management. Some coverage of the IT telephone Help Line may be required. Knowledge of Windows 95, Word, Excel, PowerPoint and Lotus Notes will be helpful. An excellent customer service attitude and an interest in learning about technology and the operations of IDC is vital. Some overtime may be required.
*Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

**Part-Time Office Assistant (IDC)**
IDC is currently looking for a part time Office Assistant (20-25 hrs/wk) to coordinate and ensure the timely delivery of mailings. This role will also produce weekly tracking updates in Excel and complete miscellaneous office tasks, as needed. Experience with Lotus Notes and Miscrosoft Excel is helpful. This is a temporary assignment. *Location: Framingham, MA*
Contact: D. Fagan, Fax: 508-935-4610, Phone: 508-935-4266, Email: idc_jobs@idc.com

**Proofreader (IDC)**
Primary responsibilities are proofreading formatted versions of documents against originals, checking final changes vs. earlier versions, checking creation of tables and figures vs. original, working closely with editorial manager to monitor quality problems. Strong proofreading skills required. Knowledge of Word and Excel required. Experience working with charts, graphs, and tabular data is essential, as are exhaustive attention to detail, the ability to keep many jobs moving at once, and strong communication skills. The ideal candidate will have 1 to 3 years' proofreading experience in a high-volume environment. Bachelor's degree necessary. *Location: Framingham, MA*
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idc.com

**Intern, Quarterly Server Tracker (IDC)**
IDC, a leading IT market research firm based in Framingham, is seeking a dynamic self-starter to join a team of analysts working on the Quarterly Server Tracker, a rapidly growing research product. Responsibilities will include ensuring data quality through analysis and research of problems, working with IDC analysts based in Europe, Japan, Latin America, Canada, and the Asia Pacific region to resolve data discrepancies, and supporting the delivery process of the Quarterly Server Tracker. Job requirements are a cumulative GPA of 3.2 or greater, extensive coursework in quantitative subjects such as statistics, finance, or economics, as well as familiarity with Excel. The ideal candidate will have a strong interest in the high-tech market place and market research. *Location: Framingham, MA*
Contact: D. Fagan, Fax: 508-935-4610, Phone: 508-935-4266, Email: idc_jobs@idc.com

**Intern, Services Research Group (IDC)**
The Services Group has a part-time internship opportunity (15 - 20 hours per week) for an independent self-starter to research, update, and maintain IDC's Support Services Database. The ideal candidate must be organized, inquisitive, detail-oriented and capable of working with many different sources of data, including the Internet. Strong communication skills are required. In particular, the position requires an individual who is capable of utilizing various resources, such as Internet, library and telephone to track the service and support offerings of leading IT companies. PC and data entry skills are required. Experience with Microsoft Word and Excel is helpful. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idc.com

**Director, Publishing Services and Technologies (IDC)**
IDC seeks a senior level candidate to oversee the editorial, desktop publishing, and electronic publishing functions within its rapidly growing publishing services organization. This highly visible position will report directly to the Vice President of PS&T. Responsibilities also include operations management, production control, quality control, capacity planning, and project management. Key near-term goals are to further reduce publishing lead times, expand support for international research offices, and reengineer the publishing systems infrastructure. Qualified candidates will possess strong leadership skills, operations management expertise, publishing experience, a solid business background (MBA preferred but not required), and mission-critical systems experience. *Location: Framingham, MA*
Contact: A. Schneider, Fax: 5008-935-4610, Phone: 508-935-4419, Email: idc_jobs@idc.com

**Senior Production Coordinator (IDC)**
Report directly to the Manager of Electronic and Desktop Publishing. Responsibilities include receiving, processing and monitoring U.S. and international documents. Ensure quality, resolve problems with analysts, create document tracking record and report status of the workflow to management. Proactively monitor workflow queues and coordinate the flow of documents to maximize throughput and productivity. Coordinate quarterly research scheduling process to ensure that schedules are complete and accurate. The ideal candidate will have 1-3 years production coordination experience, preferably in a publishing environment, Lotus Notes or database experience and a working knowledge of MS Office.
*Location: Framingham, MA*
Contact: A. Schneider, Fax: 508-935-4610, Phone: 508-935-4419, Email: idc_jobs@idc.com

**Software Engineer (IDC)**
IDC is looking for a software engineer with strong programming and electronic publishing skills to develop and support IDC's research authoring and publishing templates. Responsibilities also include publishing systems development and support, systems and data integration, and quality assurance and documentation. Qualified candidates will have a BS/BA in CS or equivalent work experience, 1 - 2 years related experience, desktop publishing and template development experience as well as the ability to work well independently. Programming experience will include Visual Basic for Applications and MS Office Developer Suite. HTML, C. C++, Java, Lotus Notes, SQL, XML, and Adobe Acrobat are pluses.
*Location: Framingham, MA*
Contact: A. Schneider, Fax: 508-935-4610, Phone: 508-935-4419, Email: idc_jobs@idc.com

**Senior Research Analyst, Best Practices (IDC)**
IDC's research group for IT professionals is seeking an analyst to study best-of breed companies, identifying leading-edge organizations and writing about ways they apply key technologies to business strategies. The analyst will develop profiles and write case studies for an IT professional audience. This person will interpret survey data, conduct primary research (interviewing appropriate representatives from the companies), and conduct secondary research to prepare reports that depict real-world applications for IT professionals' businesses. The ideal candidate will have 7+ years of related work experience as well as expertise in Microsoft Office software and strong writing, research, interviewing, communication, and presentation skills. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4610, Phone: 508-935-4302, Email: idc_jobs@idc.com

**Senior Research Analyst, Leadership Competitive Strategies (IDC)**
IDC's research group for IT professionals is seeking an analyst to create leadership grids positioning vendors in the marketplace for an IT professional audience. The analyst will divide vendors into market categories to determine competitive strategies and position them according to several criteria, such as strengths and weaknesses. The analyst will also analyze the vendors participation and viability to render opinions that will assist IT professionals in deciding what vendors and products to choose. The successful candidate will be familiar with major IT vendors (IBM, Hewlett-Packard, Sun, Microsoft, Oracle, Compaq, EDS, etc.) and have a strong knowledge of the IT industry, with 5+ years of experience. A background in competitive analysis would be ideal. Excellent research, writing, communication, and presentation skills are required as are experience with Microsoft Office software and an ability to interact with other analysts, clients, and vendors. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4610, Phone: 508-935-4302, Email: idc_jobs@idc.com

**Administrative Assistant (IDG)**
IDG Paper Services, Inc. has an immediate opening for a regular, part-time (30 hour week) entry level Administrative Assistant. We are looking for a professional, highly motivated, detail-oriented person. Responsibilities include data entry, creating and generating purchase orders, faxing, copying and filing. Familiarity with Microsoft Word, Excel, PowerPoint and e-mail. Secretarial school a plus. *Location: Framingham, MA*
Contact: V. Sanclemente, Fax: 508-875-7829, Phone: N/A, Email: valerie_sanclemente@idg.com

**HR Assistant (IDG)**
HRSD West is looking for an HR Assistant to support the HR team. In addition to providing general administrative support, responsibilities will include (but not be limited to): updating organization charts; preparing new hire reports; logging resumes for distribution; processing invoices for payment; preparing miscellaneous monthly reports; performing diversified duties in processing employee benefits, and assisting the HR team as necessary. Must be able to work independently, handle multiple tasks concurrently and be detail-oriented. The ability to organize and prioritize work assignments is essential. Familiarity with Windows NT, Word, PowerPoint and Excel is required. Previous experience in HR preferred.
*Location: San Francisco, CA*
Contact: S. Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murphy@idg.com

**Online researcher/production assistant (NW)**
Network World Fusion has an opportunity to support its fast-growing Web site. Responsibilities include producing pages for the site, writing some daily stories and finding hyperlinks and background for explanatory graphics. The ideal candidate will have an eye for detail and be a self-starter. Basic knowledge of HTML required. Interest in writing a plus. Growth opportunities include moving into a writing beat. *Location: Framingham, MA*
Contact: D.Caldwell, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

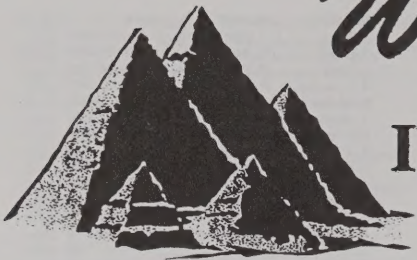
**Sales Operations Manager (NW )**
We are seeking a highly motivated and organized individual to manager expanding sales office. We have a unique and challenging opportunity for a Sales Office Manager to manage two Sales Assistants and oversee the daily operations of our Santa Clara Sales Office. Reporting to the Regional Advertising Director, individual will maintain all vendor invoices and relationships, oversee facility needs, and oversee office equipment including telephones, computers, faxes and copiers. Individual will focus on assuring office efficiencies and maintaining supply inventory. Managing two Sales Assistants this individual will assure the maintenance of comp lists, media kits, oversee direct marketing mailings, and prepare RFPs and sales presentations. Qualified candidate must have strong communication and organizational skills and be detailed oriented. Solid computer skills including database management experience required. Prior management experience preferred. Ideal candidate will enjoy working in a fast paced environment, working independently and managing multiple tasks. *Location: Santa Clara, CA*
Contact: M. Brunaccini , Fax: 508-820-3340, Phone: 508=820-7474, Email: mbrunacc@nww.com

**Advertising Information Administrator (PCW)**
This individual will direct the booking and billing of advertising space during the monthly close, manage the contract status of PC World's advertisers, and analyze and issue reports regarding advertising revenues, sales history and marketshare. Requirements: Accounting background, excellent attention to detail, ability to work independently, strong interpersonal skills, and technical proficiency. *Location: San Francisco, Ca.*
Contact: L. Manes Goodwin, Fax: 415-974-7402, Phone: 415-978-3315, Email: linda_manes@pcworld.com

**Audience Development Manager (PCW OSG)**
The Audience Development Manager will be responsible for developing and managing multiple sources of site traffic circulation and subscription acquisition; creating, and monitoring and reporting systems to project and track monthly circulation statistics as they relate to free and paid subscriptions including conversion rates, pay-up rates, renewal or additional sign-up rates; developing promotion, conversion and retention strategies for paid subscription areas, and working to increase subscription revenue through per user or micro transaction fees. *Location: San Francisco, Ca.*
Contact: N. McLaughlin, Fax: 415-974-7491, Phone: 415-978-3109, Email: noel_mclaughlin@pcworld.com

**Ad Production Coordinator (2 openings) (PCW OSG)**
PC World Online is seeking a detail and number oriented person to coordinate ad postings on the PC World Online Technology Network sites. This person will monitor advertising campaigns fulfillment and generate detailed impression reports for our advertisers on a weekly basis. Responsibilities include processing incoming ad creative, checking materials for adherence to our specifications, and verifying that the creative received complies with the signed insertion order. The successful candidates will have strong spreadsheet skills, excellent communication and time management skills, high excel and database skills, and knowledge of HTML preferred. *Location: San Francisco, Ca.*
Contact: E. Wayman, Fax: 415-978-2292, Phone: 415-978-3377, Email: erin_wayman@pcworld.com

**Circulation Manager/Director (Publish)**
Publish Magazine is searching for a hands-on circulation director with at least 5 years experience in strategizing, directing and managing paid and controlled circulation activities for the company. This is an exciting challenge for a progressive and creative leader knowledgeable in all aspects of Circulation. Responsibilities include developing corporate circulation and publishing strategies; budgeting, planning & profitability analysis; implementing promotion efforts; supervising single copy sales &subscription fulfillment; maintaining relationships with outside vendors. We are looking for someone who will work closely with our editors and sales teams to help maintain our top quality circulation. Qualifications/Experience: BPA audit for paid & controlled circulation; computer modeling; direct-marketing skills; circulation promotion, fulfillment; and financial analysis.
*Location: San Francisco, CA*
Contact: K. McPhillips, Fax: 508-935-4600, Phone: 508-935-4531, Email: kristen_mcphillips@idg.com



# "Wish you were here..."

# IDG Employee Referral Bonus Plan

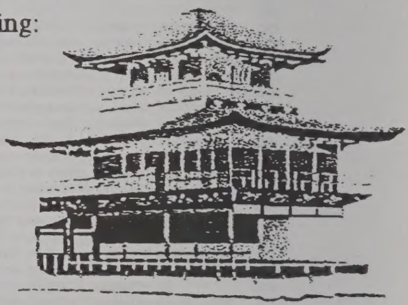
## *Do you ever wish that one of your friends worked here?*

Just fill out this form and attach it to their resume, and if they are hired you will receive a bonus of up to $500.

- $500 for each referral that results in a regular full-time or part-time hire within participating divisions.
- $200 for casual part-time referrals working a minimum of 20 hours.
- With 2 successful referrals, you'll be entered into the year-end drawing for the following:

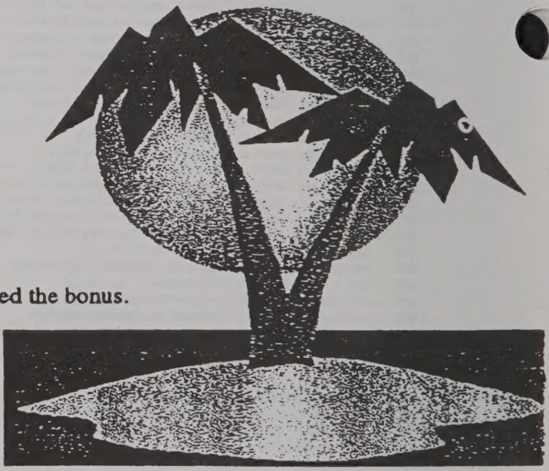
**Grand Prize -- $2,000 Runner-Up -- $1,500**

***Business units may elect not to participate for part-time hires.***



## *RULES*

- You may be an employee of any IDG Division to participate; however, you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision



Date: ____________________

Applicant's Name: ____________________

Position Referred to: ____________________

Company Name: ____________________

Referred by: (Employee Name) ____________________

Company Name: ____________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

## *For Human Resources Only*

Employee Receiving Bonus: ____________________

Company Name: ____________________

Referred Employee: ____________________

Company Name: ____________________

Date of Hire: ____________________

Ninety Day Date: ____________________

Charged to BU/Department# ____________________

H.R. Signature: ____________________

Bonus check to be given to: ____________________

Bonus Amount: $500 $200

| BU | Category | Title | Location | Contact | Phone # | Fax # |
|---|---|---|---|---|---|---|
| CHSG | Admin | Administrative Assistant | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| CHSG | Bus Dev | Business Development Director | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| CHSG | Systems | IS Manager | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| CIO | Ad Sales | Account Executive (2) | Fairfield, NJ and San Francisco, CA | A.Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Admin | Office Services Assistant/Receptionist | Framingham, MA | B. Senges | P: 508-935-4192 | F: 508-935-4600 |
| CIO | Bus Dev | Web Program Manager | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Exec Prog | Fulfillment Assistant, Executive Programs | Framingham, MA | B. Senges | P: 508-935-4192 | F: 508-935-4600 |
| CIO | Exec Prog | Manager, Program Development | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Finance | Accounting Specialist | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Mktg | Marketing Communications Assistant | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | On-line | Web Writer | Framingham, MA | A.Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Prod | Ad Traffic Coordinator | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Systems | System Administrator | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| Computer Currents | Edit | Senior Editor | Berkeley, CA | R. Luhn | P: NA | F: 510-527-4106 |
| CW | Admin | Traffic Coordinator | Framingham, MA | M. Maynard | P: 508-820-8162 | F: 508-879-3760 |
| CW | Circ | Vice President/Strategic Circulation Operations | Framingham, MA | S. Perry | P: 508-820-8160 | F: 508-270-1160 |
| CW | Edit | Copy Editor | Framingham, MA | M. Maynard | P: 508-820-8162 | F: 508-879-3760 |
| CW | Edit | Managing Editor, Technology | Framingham, MA | P. Gillin | P: 508/620-7724 | F: 508/626-8587 |
| CW | Edit | Product Reviewer | Framingham, MA | P. Fowler Sheer | P: 508-820-8647 | F: 508-879-3760 |
| CW | Sales | District Manager | San Mateo, CA | P. Sur | P: 650-524-7102 | F: 650-524-7003 |
| CW | Sales | Publisher | Framingham, MA or San Mateo CA | S. Perry | P: 508-820-8160 | F: 508-270-1160 |
| CW | Sales | Sales Associate | Dallas, TX | P. Sur | P: 650-524-7102 | F: 650-524-7003 |
| FCW | Events | Events Project Manager | Falls Church, VA | J. Dendievel | P: 703-876-5057 | F: 703-876-5089 |
| GWAN | Operations | Director, Client Services | San Francisco, CA | L. Gerberg | P: 415-676-3054 | F: 415-835-2473 |
| IDC | Admin | Group Operations Coordinator | Framingham, MA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Admin | Office Services Associate | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Admin | Part-Time Office Assistant | Framingham, MA | D. Fagan | P: 508-935-4266 | F: 508-935-4610 |
| IDC | Edit | Copy Editor, Consulting | Framingham, MA | E. Baptiste | P: 508-935-4649 | F: 508-935-4610 |
| IDC | Edit | Proofreader | Framingham, MA | E. Baptiste | P: 508-935-4649 | F: 508-935-4610 |
| IDC | Intern | Intern, Quarterly Server Tracker | Framingham, MA | D. Fagan | P: 508-935-4266 | F: 508-935-4610 |
| IDC | Intern | Intern, Services Research Group | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Mktg | Group Marketing Manager, User Group | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Mktg | Promotional Copy Writer | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Prod | Consulting Production Specialist | Framingham, MA | E. Baptiste | P: 508-935-4649 | F: 508-935-4610 |
| IDC | Prod | Consulting Production Specialist, part-time | Framingham, MA | E. Baptiste | P: 508-935-4649 | F: 508-935-4610 |
| IDC | Prod | Desktop Publishing Specialist | Framingham, MA | E. Baptiste | P: 508-935-4649 | F: 508-935-4610 |
| IDC | Prod | Director, Publishing Services and Technologies | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 5008-935-4610 |
| IDC | Prod | Senior Production Coordinator | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4610 |
| IDC | Prod | Software Engineer | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4610 |
| IDC | Rsch | Consulting Director, Personal Systems Consulting | Framingham, MA or Mountain View, CA | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| IDC | Rsch | Consulting Director, Software Consulting | Framingham, MA | E. Baptiste | P: 508-935-4649 | F: 508-935-4610 |
| IDC | Rsch | Consulting Director, Systems Consulting | Mt. View, CA | E. Baptiste | P: 508-935-4649 | F: 508-935-4610 |
| IDC | Rsch | Editor, Gray Sheet | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Manager, Custom Information Access (CIA) | Framingham, MA | M. Keating | P: 508-935-4302 | F: 508-935-4610 |
| IDC | Rsch | Manager, Investment Research Services | Framingham, MA | M. Keating | P: 508-935-4302 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, Applications and Information Access | Framingham, MA | E. Baptiste | P: 508-935-4649 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, Internet | Framingham, MA | D. Bernardi | P: 508-935-4361 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, Local Area Networks | Framingham, MA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, US Quarterly PC Tracker | Mountain View, CA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst,Channels | Framingham, MA | E. Baptiste | P: 508-935-4649 | F: 508-935-4610 |
| IDC | Rsch | Research Mgr/Dir Life Cycle Analysis/TCO, Asset Management Servi | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4600 |
| IDC | Rsch | Senior Research Analyst, Best Practices | Framingham, MA | M. Keating | P: 508-935-4302 | F: 508-935-4610 |
| IDC | Rsch | Senior Research Analyst, Latin America Services | Miami, FL | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Rsch | Senior Research Analyst, Latin America Telecom | Mountain View, CA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Rsch | Senior Research Analyst, Leadership Competitive Strategies | Framingham, MA | M. Keating | P: 508-935-4302 | F: 508-935-4610 |
| IDC | Rsch | Senior Research Analyst, Outsourcing | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Senior Research Analyst, Telecom Residential Group | New York, NY | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| IDC | Sales | Sales Manager, Consulting Sales, Strategic | Mountain View, CA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Systems | Application Development Specialist | Framingham, MA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Systems | PC Specialist | Framingham, MA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Systems | Web Server Administrator | Framingham, MA | E. Baptiste | P: 508-935-4649 | F: 508-935-4610 |
| IDC Dubia | Rsch | Research Analyst, IDC Dubia UAE | Dubia, UAE, Middle East | S. Dabral | P:971-4-632-200 | F:971-4-374-122 |
| IDC Italia | Rsch | Senior Research Analyst, Software and Services | Milano, Italy | L. Bordoni | P: +390-2-2845733 | F: +390-2-28457333 |
| IDC U.K. | Rsch | Analyst/Programme Manager - PC and Server Tracking, IDC U.K. | London, England | S. Horrocks | P: 44-181-987-710 | F: 44-181-995-1090 |
| IDC U.K. | Rsch | Analyst/Programme Manager - Printers & MFP, IDC U.K. | London, England | S. Horrocks | P: 44-181-987-710 | F: 44-181-995-1090 |
| IDC U.K. | Rsch | PC & Server Tracking Programmer, IDC U.K. | London, England | S. Horrocks | P: 44-181-987-710 | F: 44-181-995-1090 |
| IDC U.K. | Rsch | Senior Research Analyst, Telecom, IDC U.K. | London, England | S. Horrocks | P: 44-181-987-710 | F: 44-181-995-1090 |
| IDG | Admin | Administrative Assistant | Framingham, MA | V. Sanclemente | P: N/A | F: 508-875-7829 |
| IDG | Admin | Executive Assistant to VP Technology | Boston, MA | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| IDG | HR | HR Assistant | San Francisco, CA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IDG | HR | Human Resource Manager | San Francisco, CA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IDG | HR | Human Resources Representative | San Francisco, CA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IDG | Systems | Business Systems Analyst | San Francisco, CA and San Mateo, CA | K. McPhillips | P: 508-935-4531 | F: 508-935-4600 |
| IDG | Systems | Programmer Analyst | Framingham, MA | K. McPhillips | P: 508-935-4531 | F: 508-935-4600 |
| IDG | Systems | Programmer/Analyst | Framingham, MA | K. McPhillips | P: 508-935-4531 | F: 508-935-4600 |
| IDG Central Services | Operations | Mail Services Coordinator | San Francisco, Ca. | S. Lynn | P: 415-978-3337 | F: 415-442-1891 |
| IDG Games Media Gro | Ad Sales | Sales Associate | Boston, MA | M. Catolico | P: 415-978-3272 | F: 415-267-1742 |
| IDG Games Media Gro | Ad Sales | Sales Associate | San Francisco, CA | C. Aguilar | P: n/a | F: 415-267-1742 |
| IDG Games Media Gro | Admin | Customer Service Representative | San Francisco, CA | I. Basurto | P:415-975-2609 | F:415-978-2217 |
| IDG Games Media Gro | Circ | Newsstand Sales Coordinator | San Francisco, CA | C. Aguilar | P: 415-974-7377 | F: 415-267-1742 |
| IDG Games Media Gro | Finance | Accounting Support Specialist | San Francisco, CA | M. Catolico | P: 415-978-3272 | F: 415-267-1742 |
| IDG Games Media Gro | Mktg | Director Corporate Communications | San Francisco, CA | C. Aguilar | P: 415-974-7377 | F: 415-267-1742 |
| IDG Games Media Gro | Mktg | Marketing Specialist | San Francisco, CA | C. Aguilar | P: 415-974-7377 | F: 415-267-1742 |
| IDG Games Media Gro | On-Line | On-line Producer | San Francisco, CA | F. Mao | P: 650-349-1598 | F: 650-349-4300 |
| IDG Games Media Gro | Prod | Production Coordinator | San Francisco, CA | S. Reimer | P: n/a | F: 415-975-2611 |
| IDG Games Media Gro | Sales | Regional Sales Manager | San Francisco, CA | C. Aguilar | P: 415-974-7377 | F: 415-267-1742 |
| IDG Games Media Gro | Systems | Network Administrator | San Francisco, CA | T. Kim | P: 415-978-2279 | F: 415-546-5225 |
| IDG.net | Ad Sales | Online Advertising Coordinator | San Francisco, CA | J. Hourston | P: 415-267-4535 | F: 415-267-4558 |
| IDG.net | Operations | Business Development Manager/Director | San Francisco, CA | L. Morgan | P: 415-267-4516 | F: 415-267-4558 |
| IDG.net | Sales | Online Advertising Account Manager | Stamford, CT or Framingham MA | M. Crafts | P: 415-267-4528 | F: 415-267-4558 |
| IDG.net | Sales | Online Advertising Account Manager | San Francisco, CA | M. Crafts | P: 415-267-4528 | F: 415-267-4558 |
| IDG.net | Systems | Senior Web Systems Programmer | San Francisco, CA | W. Kessler | P: 415-267-4536 | F: 415-267-4558 |
| IDG/B | Admin | Account Coordinator | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Admin | Administrative Assistant | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Art/Design | Design Specialist (2) | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Art/Design | Packaging Design Manager | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Edit | Associate Acquisitions Editor | Chicago, IL | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Edit | Copy Editor (Ongoing) | Foster City CA, Indianapolis IN, New York NY | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Edit | Development Editor (Ongoing) | Foster City CA, Indianapolis IN, | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Edit | Editorial Assistant | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Edit | Editorial Assistant (2 positions open) | Foster City (CA), New York (NY), and Chicago (IL) | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Edit | Editorial Manager | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Edit | Educational Account Manager | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Edit | Project Editor | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Edit | Project Editor | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Finance | Credit Specialist | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | HR | Vice President, Human Resources | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Legal | Trademark Administrator | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Mktg | Catalog Specialist | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Mktg | Channel Marketing Manager/Technology | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |

| | | | | | | |
|---|---|---|---|---|---|---|
| IDG/B | Mktg | Market Promotions Mgr.(for the Dummies Brand) | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Mktg | Product Marketing Manager | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Mktg | Product Marketing Specialist | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Operations | Inventory Control Manager | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Operations | Mailroom Assistant | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Operations | Office Services Assistant | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | PR | Corporate Publicist | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | PR (Online | Online Publicist | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Prod | Online Preprocessing Technician | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Sales | Account Manager | CA,TX,FL | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Sales | Customer Service Representative | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Sales | Online Account Manager | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Sales | Special Sales Account Manager | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Systems | System Analyst | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Systems | System Technician | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Systems | Technical Support Representative | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Systems | Vice President of Information Systems | Indianapolis, IN | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Tech | Software Development Technician | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/CMC | Confer | Director, Managed Conference Division | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| IDG/CMC | Confer | Sr. Conference Manager | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| IDG/CMC | Confer | Staff Accountant | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| IDG/CMC | Confer | Subscriber Services Representative/Conference Registrar | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| IDG/CSC | Mktg | Presentation Specialist | Boston, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| IFW | Art/Design | Associate Art Director | San Mateo, CA | S. Barnes | P: 650-525-3464 | F: 650-312-0668 |
| IFW | Edit | Copy Editor | San Mateo, CA | S. Barnes | P: 650-525-3464 | F: 650-312-0668 |
| IFW | R&T | Applications Development Analyst | San Mateo, CA | S. Barnes | P: 650-525-3464 | F: 650-312-0668 |
| IFW | Sales | Account Executive/Inside Partner | Plano, TX | L. Brault | P: 650-312-0669 | F: 650-312-0668 |
| IFW | Sales | Publisher | San Mateo, CA | D. Vieraitis | P: 650-312-0566 | F: 650-312-0668 |
| IFW | Sales | Sales Representative | Flexible | L. Brault | P: 650-312-0669 | F: 650-312-0668 |
| IMS | Ad Sales | Director of International Accounts / West | San Francisco, CA | G. Pohlman | P: 415-676-3019 | F: 415-331-0881 |
| IMS | Ad Sales | Sales Assistant | San Francisco, CA and Stamford, CT | M. Catolico | P: 415-978-3272 | F: 415-267-1742 |
| IMS | Sales | Administrative Sales Assistant | San Francisco, CA | M. Catolico | P: 415-978-3272 | F: 415-267-1742 |
| IMS | Sales | Director, National Accounts | East Coast | M. Catolico | P: 415-978-3272 | F: 415-267-1742 |
| IMS | Sales | Sr. Director, National Accounts | West Coast | M. Catolico | P: 415-978-3272 | F: 415-267-1742 |
| IMS/EMEA | Sales | Executive, New Media Sales | Staines, England | P. Shalet | P: 44-1784-210-21 | F: 44-1784-210-200 |
| IMS/EMEA | Sales | Manager, International Sales | Staines, England | P. Shalet | P: 44-1784-210-21 | F: 44-1784-210-200 |
| IMS/EMEA | Sales | On-line Sales Executive | Staines, England | P. Shalet | P: 44-1784-210-21 | F: 44-1784-210-200 |
| IS | Ad Sales | Account Executive | San Francisco, CA | C. Lucanegro | P: 415-733-5437 | F: 415-733-5401 |
| IS | Ad Sales | Account Executive | New York, NY | C. Lucanegro | P: 415-733-5437 | F: 415-733-5401 |
| IS | Ad Sales | District Sales Manager | New York, NY | C. Lucanegro | P: 415-733-5437 | F: 415-733-5401 |
| IS | Ad Sales | East Coast Interactive Sales Manager | New York, NY | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IS | Ad Sales | Regional Interactive Advertising Sales Manager | New York, NY | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IS | Ad Sales | Regional Sales Manager | San Francisco, CA | C. Lucanegro | P: 415-733-5437 | F: 415-733-5401 |
| IS | Ad Sales | Sales Associate | San Francisco, CA | C. Lucanegro | P: 415-733-5437 | F: 415-733-5401 |
| IS | Admin | Receptionist | San Francisco, CA | C. Aguilar | P: 415-733-5485 | F: 415-267-1742 |
| IS | Admin | Sales/Marketing Clerk | San Francisco, CA | C. Aguilar | P: 415-733-5485 | F: 415-267-1742 |
| IS | Bus Dev | Business Development Manager | San Francisco, CA | J. Walowski | P: 415-733-5482 | F: n/a |
| IS | Circ | Circulation Director | San Francisco, CA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IS | Edit | Executive News Editor | San Francisco, CA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IS | Edit | Staff Writer | New York, NY | J. Ledbetter | P: 212-271-8294 | F: 212-271-4005 |
| IS | Events | Director of Events | San Francisco, CA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IS | Exec | Publisher | San Francisco, CA | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| IS | On-Line | Online Advertising Director | San Francisco, CA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IS | On-Line | Online Marketing Coordinator | San Francisco, CA | J. Walowski | P: 415-733-5482 | F: n/a |
| IS | Prod | Copy Editor | San Francisco, CA | D. Anderson | P: 415-733-5497 | F: 415-733-5401 |
| IS | Prod | Publisher of Directories | open | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IS | Sales | Account Executive | San Francisco, CA | C. Lucanegro | P: 415-733-5437 | F: 415-733-5401 |
| IS | Sales | Sales Associate | San Francisco, CA | C. Aguilar | P: 415-733-5485 | F: 415-267-1742 |
| Mac Pub | Ad Sales | Account Executive | San Francisco, CA | K. Kyrias | P: 415-278-8542 | F: 415-243-3656 |
| Mac Pub | Ad Sales | District Sales Manager | San Francisco, CA | K. Elken | P: 415-243-3515 | F: 415-278-8550 |
| Mac Pub | Ad Sales | Recruitment Account Manager | San Francisco, CA, or Los Angeles, CA, or Boston, MA, or New York, | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| Mac Pub | Ad Sales | Shopper Sales Assistant | San Francisco, CA | K. Kyrias | P: 415-278-8542 | F: 415-243-3656 |
| Mac Pub | Edit | Associate Features Editor | San Francisco, CA | A. Yim | P: 415-978-3347 | F: 415-267-1742 |
| Mac Pub | Edit | News Editor | San Francisco, CA | A. Yim | P: 415-978-3347 | F: 415-267-1742 |
| Mac Pub | On-Line | Content Engineer | San Francisco, CA | J. Julian | P: 415-243-3502 | F: 415-543-2537 |
| NW | Ad Sales | Director of Direct Response Sales | Framingham, MA | D. Caldwell | P: 508-820-7472 | F: 508-820-3340 |
| NW | Ad Sales | District Sales Manager | West Coast | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| NW | Edit | Senior Editor | Framingham, MA | D. Caldwell | P: 508-820-7472 | F: 508-820-3340 |
| NW | Events | Event Manger | Framingham, MA | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| NW | Events | Event Planner | Framingham, MA | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| NW | online edit | Online researcher/production assistant | Framingham, MA | D.Caldwell | P: 508-820-7472 | F: 508-820-3340 |
| NW | Sales | Sales Assistant | Santa Clara, CA | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| NW | Systems | Email/Systems Administrator | Framingham, MA | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| NW | Operations | Sales Operations Manager | Santa Clara, CA | M. Brunaccini | P: 508=820-7474 | F: 508-820-3340 |
| PCW | Admin | Administrative Assistant | San Francisco, CA | N. Jacobs | P: 415-978-3303 | F: 415-442-1891 |
| PCW | Finance | Financial Analyst | San Francisco, CA | M. Buckingham | P: 415-978-3308 | F: 415-442-1891 |
| PCW | Prod | Advertising Information Administrator | San Francisco, Ca. | L. Manes Goodwi | P: 415-978-3315 | F: 415-974-7402 |
| PCW | Prod | Production Manager | San Francisco, CA | L. Manes-Goodwi | P: 415-978-3315 | F: 415-974-7402 |
| PCW OSG | Ad Sales | West Coast Advertising Director, PCW OSG Advertising Sales | San Francisco or Los Angeles | T. Gewecke | P: 415-978-3153 | F: 415-442-1891 |
| PCW OSG | Circ | Audience Development Manager | San Francisco, Ca. | N. McLaughlin | P: 415-978-3109 | F: 415-974-7491 |
| PCW OSG | Circ | Customer Service Representative | San Francisco, CA | M. Green | P: 415-975-2680 | F: 415-974-7491 |
| PCW OSG | Edit | Editor/Reporter | San Francisco, CA | E. Bender | P: 617-482-2750 | F: 617-426-0235 |
| PCW OSG | Edit | Senior Editor, PC World Today | San Francisco, CA | P. Lemmons | P: 415-267-1776 | F: 415-442-1891 |
| PCW OSG | Edit | Staff Editor, IDG Games.net | San Francisco, CA | M. Wallace | P: 415-978-3240 | F: 415-974-7491 |
| PCW OSG | Edit | TipWorld Copy Chief | Flexible | J. Welp | P:502-722-9272 | F: N/A |
| PCW OSG | Prod | AD PRODUCTION COORDINATOR (2 openings) | San Francisco, Ca. | E. Wayman | P: 415-978-3377 | F: 415-978-2292 |
| PCW OSG | Prod | Application Developer | San Francisco, CA | C. Lieberman | P:415-978-2626 | F:N/A |
| Publish | Circ | Circulation Manager/Director | San Francisco, CA | K. McPhillips | P: 508-935-4531 | F: 508-935-4600 |
| Publish | Edit | Editor-in-Chief | San Francisco, CA | G. Gable | P: 415-978-3283 | F: 415-267-1720 |
| Publish | Sales | Sales Assistant | San Francisco, CA | K. Weiss | P:415-267-1712 | F:N/A |
| Web Publishing | Edit | Associate Editor | San Francisco, CA | B. McDonald | P: 415-978-3395 | F: 415-267-1732 |
| Web Publishing | Edit | Associate Editor | San Francisco, CA | B. McDonald | P: 415-978-3395 | F: 415-267-1732 |
| Web Publishing | Edit | Associate Editor | San Francisco, CA | C. Wong | P: 415-267-4518 | F: 415-267-1732 |
| Web Publishing | Edit | Editor in Chief | San Francisco, CA | B. McDonald | P: 415-978-3395 | F: 415-267-1732 |
| Web Publishing | Edit | Editor in Chief | San Francisco, CA | B. McDonald | P: 415-978-3395 | F: 415-267-1732 |
| Web Publishing | Sales | Publisher/Vice President of Sales | San Francisco, CA | M. McCarthy | P:415-267-1727 | F:N/A |
| Web Publishing | Systems | Associate System Administrator | San Francisco, CA | S. Henry-Stocker | P: 415-974-7313 | F: 415-267-1732 |
| Web Shopper | Ad Sales | Regional Ad Manager | San Francisco, CA | B. Giller | P: 415-267-4512 | F: 415-975-2664 |
| WEC | Confer | Conference Manager | Framingham, MA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| WEC | Expo | Show Director | Framingham, MA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| WEC | Operations | Operations Manager | Framingham, MA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| WEC | Sales | Sales Manager | Framingham, MA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |

## RECRUITER OFFERS EDITORS' MEETING TIPS FOR RETAINING STAFF

**The competitive U.S. job market was a topic of discussion at the recent Boston meeting of U.S. editors, where recruitment specialist Karen Danziger, executive vice president of Howard-Sloan-Koller Group, offered tips on fending off raiding parties from rival publishers — and the new media start-ups which are "going after everyone," she said.**

**What should you do when you get that "we have to talk" e-mail or voice mail from one of your key people? First, go right to that person and find out what the issues are that might incline them to take another job. And, find out, as subtly as you can, whether they initiated the contact or whether they were approached by a recruiter. If it's the latter, you have a far better chance of convincing them to stay, Danziger said.**

**Talking someone back from a job offer makes sense if they are leaving for bad reasons — among which Danziger includes money alone, feeling misunderstood, underappreciated, and underutilized. Danziger said she discourages people from taking a new job for financial reasons alone — "More money doesn't mean much when you're going to a new job every day that you don't like," she said.**

**To keep someone from leaving for the other "bad" reasons requires admitting some fault in causing that person's unhappiness. The employer should ask for 24 hours to come up with a game plan to address the issues that have led to the employee's dissatisfaction.**

**Good reasons for moving on can include offers of equity options — hard to compete with, Danziger acknowledged — as well as more power, a bigger job with more authority and responsibility. In these cases it's often wise to wish the person well — if someone is going to leave anyway, stalling is not very helpful, she said.**

**Danziger and the IDG editors had a spirited discussion of when financial counteroffers are a good way to keep people. It's no secret that dangling other offers is a tactic often used by editorial staff seeking to boost their pay.**

**While counteroffers have worked for some managers at IDG, Danziger advises caution in using this tactic. Counteroffer negotiations are often messy and produce guilt and bad feelings, essentially "burning the bridge" if the employee winds up leaving anyway. In contrast, if a parting has been on good terms, you leave the door open for that person to come back if the new job doesn't work out.**

**And there's another compelling reason not to make counteroffers, Danziger said: "Ninety percent of people who accept a counteroffer are not in that job 12 months later — because there were valid reasons not to stay."**

***Thanks to Elizabeth Heichler of the IDG News Service for contributing this report.***

### U.S. EDITORS

*continued from page 1*

cause in this decentralized company, and especially in an office such as ours where there aren't many other IDG offices nearby, it's very effective to meet with other IDG editors and exchange ideas," said **Anne Armstrong**, editor-in-chief of *Federal Computer Week* and *civic.com,* which are published in Falls Church, Va. "A lot of the focus of this meeting was on integrating print and online, and it was a good chance to find out what other people are doing and what's working at other sites, so we all don't have to re-invent the wheel."

#### Potential areas of cooperation

According to Computerworld Online Editor **Johanna Ambrosio**, editorial cooperation among IDG online publications can be good, "but first we need to work out some issues." Some areas with potential for cooperative publishing explored by attendees included the following:

- Pooling resources on large stories such as the Department of Justice/Microsoft Corp. trial and big trade shows such as Comdex.
- Sharing online stories among publications. Several books already have story-sharing arrangements (*InfoWorld* and *PC World*, for example).
- Sharing the cost of software/technology licensing.

She noted that "this is not a mandate by any means, just suggestions about how to use scarce people and technology resources."

Other topics discussed during the two-day meeting included "How to win on the employee survey" moderated by *Network World* Editor-in-Chief **John Gallant**; "Online issues and opportunities at IDG" moderated by **Michael O'Connell**, *JavaWorld* editor-in-chief; a presentation on the latest enhancements to the IDG News Service Web site by International Publishing Services Vice President/Editorial **Rob Garretson**; a report on the status of the IDG.net-CNN.com relationship from Jim Garrard of CNN Interactive; and a talk on "Hiring and retaining people" from Karen Danziger, executive vice president with the Howard-Sloan-Koller Group (see sidebar).

"The meeting gave us a really valuable chance to talk and compare notes on a wide range of issues," said **Maryfran Johnson**, executive editor of *Computerworld*. "But I think the best discussion centered on how the editors can collaborate between publications more often. The scary part is we're actually talking about coming up with a vision statement for joint projects!"

## NOTEWORTHY

### PROMOTIONS

SULLIVAN

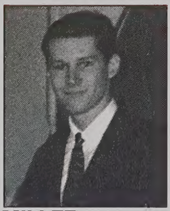
IDC Finance Director **Mark Sullivan** has been promoted to vice president of finance. "Over the past seven years, Mark has been a major contributor to IDC's success with his key responsibilities for worldwide financial reporting and business planning," said IDC President **Kirk Campbell**. "IDC is one of the most complex IDG business units from a financial management perspective. Mark acts as a trusted advisor to all of IDC's business unit, P&L and department managers."

Two other members of IDC's Finance team have moved up the corporate ladder. Senior Accountant **Suzanne McMillen** is now accounting manager. "Suzanne was an instrumental player in converting IDC Canada to the Computron Financial Software," said IDC Controller **John St. Martin**. "She has also streamlined and improved the International subsidiary billing process. Most recently, Suzanne received an excellence award for service [that] reflects her outstanding work ethic and dedication to IDC. In her new role, Suzanne will take on a more active role in the annual budgeting process and the accounting of the company's financial statements."

LAPORTE

IDC Staff Accountant **Kathy LaPorte** has been promoted to senior staff accountant. "Kathy has worked vigorously over the past year improving the company's billing process," St. Martin said. "Kathy's recent special sales award of 'Corporate Champion' is just one of many examples of her focused and dedicated customer service."

**Rick Miller** moves up the IDC ladder from associate editor of *The Gray Sheet* to research manager in the Interactive Training Program. "I'm particularly excited that Rick is joining the team because of his breadth of knowledge gained from two years of writing the prestigious *Gray Sheet*," said **Ellen Julian**, research manager, IT Training and Education. "He's sure to bring a fresh perspective to the coverage of the training market with his understanding of Internet market theory. Rick also brings expertise gained from his pre-IDC days as a consultant for constituent relations with the National Science Foundation's Networking Infrastructure for Education program."


MILLER

### NEW EMPLOYEES

*Solutions Integrator* Sales Associate **Julie Diemer** is based in the San Mateo, Calif., office supporting the Western area sales representatives. She was most recently an order entry associate at Cisco Systems. Julie relishes her new role as mom to her 10-month-old son and tries to find time for hiking and travel.

**Ronnie Gilligan-White** joins the IDC U.S. sales team in the new position of Asia/Pacific research sales manager. A marketing and sales professional with 15 years of results in the vendor side of the IT industry, most recently with Digital Equipment Corp., she has worked in research, product planning, packaging, marketing, sales, prospecting, demand generation, customer engagement and customer satisfaction both nationally and internationally. Her international experience includes market development and sales in the Asia/Pacific region.

**Oby Ezeanolue** has been hired as an account executive with IDC West's Strategic Accounts Hardware sales team. Prior to joining IDC, she was national account project manager for Productivity Point International and responsible for selling strategic learning solutions for proprietary software applications as well as Microsoft NT, Java, Unix, Oracle and Novell.

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IDC's Framingham office has signed **Lloyd Kosh** to oversee its mail room and copy room functions. He previously worked in shipping and receiving for Caretenders Healthcare and has studied art history at Framingham State College and oil painting at the Worcester (Mass.) Art Museum School. In addition to painting, he enjoys hiking and fishing in his spare time.

DANG

Research Analyst **Kimberly Dang** comes to IDC West from her position as business planning analyst with NEC Electronics. She earned an M.S. from Georgetown University in Chinese and Japanese and an M.B.A. in international marketing from the Monterey Institute of International Studies. Outside the office she likes to run and hike.

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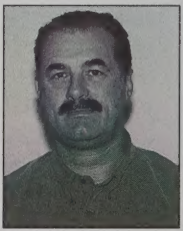
IDC has hired three new employees in Framingham, Mass. Senior Account Executive **Robyn Patrick** was previously an account manager at NewsEdge Corp. and a senior account executive at PR Newswire. She earned a B.A. in communications from Simmons College in Boston, enjoys reading and biking and volunteers for the Massachusetts Society for the Prevention of Cruelty to Animals.

Another senior account executuve, **Alan Osheroff**, comes to IDC after 16 years at BT Office Products International, where he was director of sales. Alan earned a B.A. in marketing from Adelphi University in Garden City, N.Y. Outside the office he coaches his daughter's softball team and spends time on the golf course, where he has logged two holes-in-one in the past six months.


SULLIVAN

IDG WORLD UPDATE

Most recently senior project leader for global business process integration at The Gillette Co., **Robert Sullivan** is IDC's new manager of publishing technologies. He has a B.A. in economics from Brandeis University in Waltham, Mass., and an M.B.A. from Babson College in Wellesley, Mass. A former soccer coach in his spare time, Robert is now trying his hand at golf.

*All business units are welcome to send information for the Noteworthy section to: world_update@idg.com.*

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

### NINETEEN YEARS
Jose Goncalves - IDG Brazil

### SIXTEEN YEARS
Preben Engell - IDG Denmark

### FOURTEEN YEARS
Jim Martin - Computerworld
Kirsten Radberg - IDG Denmark
Jose Villacorta - IDG Spain

### THIRTEEN YEARS
Lene Sekjaer - IDG Denmark

### TWELVE YEARS
John Corrigan - Computerworld

### ELEVEN YEARS
Cathy Viox - Computerworld

### TEN YEARS
Claudio Ceriani - IDG Italy

### NINE YEARS
Yoshitomo Fukuda - IDG Japan
Angeles de la Marca - IDG Spain
Scott Tanner - IDG Central Services

### EIGHT YEARS
Mary Porter - IDC/LINK
Donna Kent - InfoWorld
Nurcan Türköz - IDG Turkey
Cornelia Krämer - IDG Germany
Marianne Bitsch - IDG Denmark
Bryan Hastings - PC World

### SEVEN YEARS
Stephen Hendrick - IDC
Yukiyo Hosoya - IDG Japan
Yumiko Oshima - IDG Japan

### SIX YEARS
Katherine Roco - IDC
Lia Lorenzano - IDG World Expo
Joachim Hackmann - IDG Germany
Søren Adelkvist - IDG Denmark
Simona Varisco - IDG Italy

### FIVE YEARS
Selinna Chin - IDC Malaysia
Lisa Bloom - IDC
Michael O'Connell - Web Publishing
Heike Gessert - IDG Germany
Agnieszka Potocka - IDG Poland

### FOUR YEARS
Carla Lieberman - PC World
Joanne Johnson - IDC
Diana Conover - IDG Books
Sabine Scheuring - IDG Germany
Edward Porter - IDG New Zealand
Nicky Mowat - IDG New Zealand

### THREE YEARS
Lynda Hewlett - IDC U.K.
Kevin Williams - IDC Japan
Mary Scanlon - Computerworld
Stephanie Hutchison - IDC
Sean Kaldor - IDC
Kimberly Neumann - IDG Books
Christine Meloy Beck - IDG Books
Martin Stein - IDG Germany
Anja Smeilus - IDG Germany
Finn Morsing - IDG Denmark
Thomas Gunni Pedersen - IDG Denmark
Hans Jørgen Christiansen - IDG Denmark
Robin Briskin - PC World

### TWO YEARS
Tina Zhang - IDC Beijing
Dane Anderson - IDC Singapore
Arden Port - IDC
Andrea Haefeli - IDG Switzerland
Marcello Tenerelli - IDG Brazil
Filip Kuti - IDG Czechoslovakia
Joan Kennen - IDG Books
Sandra Lindenkohl - IDG Books
Anette Woll - IDG Germany
Karsten Uder - IDG Germany

### ONE YEAR
Linda Yung - IDC Hong Kong
You-Sook Hong - IDC Korea
Masa-aki Moriyama - IDC Japan
Junko Yairi - IDC Japan
Brian McDonough - IDC
Arlete Souza - IDG Brazil
Andrea Denny - InfoWorld
Jennifer Plonka - InfoWorld
Kathy Lou Schultz - InfoWorld
Catalin Dulfu - IDG Books
Chaz Dumas - IDG Books
Elizabeth Hurle Clevenger - IDG Books
Lauren Zeiger - IDG Books
Jocelyn Kelaita - IDG Books
Thomas Lingelbach - IDG Germany
Jenny Chin - IDG World Expo Singapore

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## CHANGE OF ADDRESS

**Effective Monday, Oct. 26, the IDG Hong Kong office takes up residence in a new building. The address is:**

**IDG Communications (HK) Ltd**
**Suite 1701, K. Wah Centre**
**191 Java Road**
**North Point**
**Hong Kong**

**Both telephone and fax numbers remain unchanged.**
**Tel: +852-2861-3238**
**Fax: +852-2861-0953**

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## CELEBRATING 10

# Judy Callahan

**HOME:** Hopkinton, Mass.

**JOINED IDG:** July 1988 as a Credit Analyst.

**CURRENT TITLE:** Senior Credit Analyst.

**MOST CHALLENGING PART OF YOUR JOB:** Handling collections for several business units and collecting money from customers who don't want to pay!

**BEST PART OF YOUR JOB:** The great group of people that I work with.

**WHAT'S KEPT YOU AT IDG FOR 10 YEARS:** The challenges, the people and the "lets try it" attitude.

**BEST WAY SOMEONE COULD COMPLIMENT YOU ON YOUR WORK:** Say thank you for your hard work.

**INTERESTS OUTSIDE THE OFFICE:** Spending time with my family, my boyfriend Steve, shopping for antiques, cooking and going to the beach. I also love the Christmas season so I can decorate the house and tree and enjoy it every day.

**FANTASY JOB:** To be an interior decorator.

**YOUR IDEA OF A PERFECT DAY ALONE:** Sitting on any beach with a good book, relaxing and looking out into the beautiful ocean.

**FAVORITE VACATION SPOT:** Florida, so I can visit my brother John and my friend Jay.

**DREAM DESTINATION:** Hawaii.

**IDG CHAIRMAN PAT McGOVERN ESCORTS JUDY CALLAHAN TO** *dinner at Boston's Ritz-Carlton in honor of her 10 years of service to the company.*

**IF YOU WON THE LOTTERY TOMORROW YOU WOULD:** Have a big party for my family and all of my friends on a large yacht and then retire so I would have time to spend the money!

**RETIREMENT DREAMS:** To have an antique house with an ocean view, a boat and to travel.

**MANAGER'S PROFILE:** "Judy is a tenacious collector who gives her whole self to her job. She cares deeply about the business units she supports and does everything she can to ensure their success. She is very dedicated to IDG, the department and its mission."

*—**Amy Hanania**, corporate credit manager, IDG*

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries. IDG also produces 168 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The *IDG World Update* staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 44 November 2, 1998

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**COMPUTERWORLD COLOMBIA MARKS 200TH ISSUE WITH GALA CELEBRATION**
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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

# *GameStar* Shines in German Market

## One-year-old title lays claim to No. 2 spot in seven-player field

**THE GAMESTAR TEAM. FRONT ROW (L TO R): CHRISTOPH *Schulz*, *Charles Glimm*, *Birte Janzen*, *Rüdiger Steidle*, *Peter Steinlechner*, *Gunnar Lott*, *Jörg Spormann*, *Christian Schmidt*, *Martin Deppe*, *Michael Galuschka*.** *Top row:* ***Ursula Zimmermann*, *Mick Schnelle*, *Martina Reger*, *Klaus Maurer*, *Stephan Scherzer*, *Jörg Langer*, *Josef Kreitmair*, *Uwe Kielmann*, *Anita Blockinger*, *Andrea Banko*, *Ulrike Kopp*.**

While many of IDG's German competitors were surprised when the venerable publisher of professional IT journals decided last year to join the rough-and-tumble — not to mention crowded — German PC games publishing arena, the phenomenal success of IDG Entertainment Verlag's year-old *GameStar* has erased all skepticism.

*GameStar* is firmly in the No. 2 position of the top seven German games magazines that have monthly sales of 100,000 copies or more. *GameStar* is also No. 6 of all monthly computer magazines in Germany. (IDG Magazine Verlag's *PC Welt* holds the top spot.) *GameStar*'s October issue sold an impressive 240,000, outpacing last year's Christmas edition.

"We did a large amount of market research beforehand,"

• CONTINUED PAGE 4 •

# IDG Austria Marks Best Year in 12-Year History

Fiscal year 1998 has been a big one for a small business unit. IDG Austria, with just 25 employees, recently closed the books on the best year in its 12-year history, coming in five times ahead of plan. *Computerwelt* had an ad revenue increase of approximately 9 million Austrian shillings (US$750,000) compared with FY97, and its Austrian IT press market share increased from 25% to 30%.

IDG Austria Managing Director **Manfred Weiss** attributed his company's success to a number of factors. Most important was the decision to concentrate on its core businesses, *Computerwelt* and *Computer-Partner Austria*, and to focus human resources power on those publications. To that end, IDG Austria closed its loss-making publications *PCtip* and *Network World* and got out of the highly competitive expo business.

In addition, *Computerwelt* rolled out a complete redesign and a new editorial structure last October. Editorial pages went up 30%, and the content was divided into news, networks and communications, and personal computing sections. In February 1998, the staff added a fourth section, enterprise computing, and the clearly defined structure has been a hit with both readers and advertisers.

COMPUTERWELT

Handy-Diebstahl ohne Risiko

IBM sucht Käufer für Global Networ

"Last but not least, there's another important reason for our success," Weiss said, noting that **Gebhard Osterwalder**, managing director of IDG Switzerland, has also been responsible for IDG Austria since mid-1997. "With Gebhard's assistance, we made an reasonable and cautious plan for FY98," Weiss said. "When we saw that we were far ahead of plan after the first quarter, that sensation

• CONTINUED PAGE 5 •

## IN BRIEF

# *Macworld* Makes a Splash at Apple Quarterly Meeting

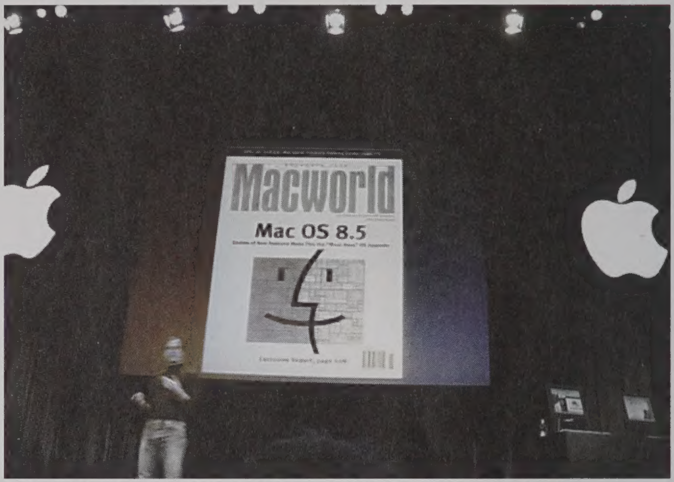
On Wednesday, Oct. 14, Apple's interim CEO Steve Jobs honored *Macworld* magazine as part of the debut of Mac OS 8.5, a major new version of the venerable Macintosh operating system. During Apple's quarterly financial meeting in Cupertino, Calif., Jobs announced the release of the long-awaited system upgrade, which, according to *Macworld*'s special newsstand-only November cover, offers "Dozens of new features" that make Mac OS 8.5 "the 'must-have' OS upgrade."

Not coincidentally, projected on the screen behind Jobs was that front cover, featuring *Macworld*'s exclusive review of the OS update, which shipped simultaneously with Apple's event.

Apple also announced four consecutive profitable quarters for fiscal year 1998, marking the first time the company has been in the black for a full year since 1995. Most industry analysts agree that this trend indicates the company is back on track, particularly in light of the enormously successful sales of the newly released iMac. Some analysts went so far as to predict a strongly profitable Apple for at least the next two years.

"We are enthusiastic about Apple's progress for the past year and feel optimistic that their current strategy will bring added success in 1999," said Mac Publishing President and CEO **Colin Crawford**. "In addition, we were very pleased that Steve chose to highlight *Macworld*'s coverage of their system upgrade. This privilege was the result of the dedicated effort of our management team to foster goodwill with Apple."

According to *Macworld* Associate Publisher **Steve Plevin**, the publication "is just now beginning to see the positive impact from Apple's recent success, mostly in terms of long-absent vendors coming back into the book."



**STEVE JOBS ADDRESSES SHAREHOLDERS AT APPLE'S** *October quarterly meeting where he announced the release of the long-awaited Mac OS 8.5.*

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# *CW Colombia* Marks 200th Issue with Gala Celebration

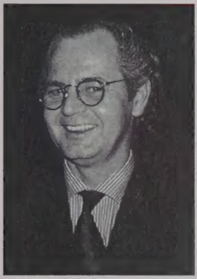
The publication of the 200th issue of *Computerworld Colombia* provided the perfect opportunity for Inviarco Ltda., IDG's Colombian publishing partner, to shine the spotlight on itself with a gala celebration for its top clients and subscribers at the country's National Museum. A special guest performance by one of the country's leading opera stars, Valeriano Lanchas, contributed to the event's success.

**Ciro Villate**, director of Inviarco, used the occasion to announce a new public service initiative, "Bits para la paz" (Bits for peace), that his company is sponsoring to bring the benefits of IT to local children hospitalized with cancer.

"The celebration helped us to consolidate our leadership role in the local market, conferred prestige and reinforced our mission to serve the community interest," Villate explained. "This is very important now given the difficult economic situation in Colombia, which has forced vendors to scale back advertising budgets and reduced business for all media. Our challenge is not just to survive but to maintain our leadership position and to project *Computerworld* into the next century as the country's unsurpassed IT publication and the best source of information for IT decision makers."

**FRONT ROW (LEFT TO RIGHT): HENRY MARTÍNEZ, ADRIANA** ***Bejarano, Dary Pena, Elisa Arjona, Maria Eugenia Mattos, Horacio Gómez, Maria Eugenia Rivera****. Back row (left to right):* ***Mireya Puentes, Tim Clarke*** *(from IDG International Publishing Services),* ***Ciro Villate, José Luis Acevedo*** *and* ***Alexandra Ocampo****.*

# ON LINE



**MORTEN HANSEN**

*The managing director of IDG Norway is this week's guest columnist. Part 2 will appear Nov. 9.*

## IDG NORWAY AT-A-GLANCE

**Location**: Oslo, Norway

**Established**: May 1983

**Number of employees**: 120

**IDG Norway's divisions**: 1) Publishing, which produces *Computerworld Norway,* twice weekly; *PC World Norge,* monthly; *PC World Buyers Guide*, twice a year; *PC World Ekpress*, weekly; *Nettverk & Kommunikasjon*, eight times per year; and *IT-Bransjen* (channel title), monthly. 2) IDG Expo, which is divided into the Exposition department, the IDG Conference Group and IDG Seminar Partners. 3) IDG Norway Books, which publishes IDG Books titles, as well as domestically produced books. 4) Computerworld Add-on Department, which has a diversified revenue stream from classified advertising, courses and conferences, both in paper as well as on the Internet, list brokering and recruitment activities. 5) IDG New Media, which sells Internet products and services. 6) New Projects, which develops new business ventures such as recruitment services, consultancy services, strategic publishing alliances and general R&D activities.

**Market position**: All titles are market leaders by far.

**Morten Hansen's tenure**: I have been working with this company for 15 years. It's the most fun I've had in my life!

**Q Describe Norway's IT publishing market and how your company performs in it**

**A** Needless to say, with a population of 4 million people, the size of the IT-publishing market is not exactly big. The total advertising market is expected to be 190 million Nrwegian krone (approximately US$27 million) in calendar year 1998. IDG Norway's ad revenues are expected to be 114 million krone ($16 million), which gives IDG a 60% market share of the total IT publishing market. Over the last few years, the most serious competition has shifted from other IT publications to the daily business newspapers.

**What are some of IDG Norway's accomplishments in the past fiscal year?**

For the first time our *PC World* titles are the market leaders in terms of display advertising, while *Computerworld Norway* is the leader in terms of all advertising revenue. IDG Norway publications achieved a market share of 75% among direct competitors in FY98. Measuring the total advertising market for IT, including TV, radio, billboards and dailies, IDG Norway publications achieved more than 40% in FY98 — an IDG Norway record.

**You've been in charge of the Computerworld/InfoWorld Global Product Support Center since its beginning. Have the needs of your internal clients changed over the years? Are you planning any changes in the content or format of the meetings in the future?**

The needs of our clients (i.e., *Computerworld* and *InfoWorld* marketing staff, editors and publishers) has changed just as dramatically as the market in general, and our readers in particular are changing. Four years ago, we had big meetings with presentations and workshops on the techniques and principles of publishing. Today, we have smaller and more interactive meetings focused on topics more specific to our product line. At these meetings we also examine trends, techniques and ideas within a special area, such as building online publishing revenues, or circulation, or research or recruitment databases. Also, we now interact with our customers who are invited as guests or speakers.

**Do you have any collaborative projects going on with any of the other IDG offices in Scandinavia?**

Yes, there's a constant exchange of information and spirit of collaboration among our offices. For example, last week we had a visitor from IDG Sweden in our office talking to us about how *Computer Sweden* developed its recruitment advertising sales into a total recruitment service concept. As we are setting up a recruitment service, his presentation was indeed very valuable to us. Other projects are pan-Nordic meetings about our books divisions, expo meetings, etc. The relationships and cooperative climate within the Nordic region can only be described as excellent!

**What are the biggest challenges facing you and/or your company in the months ahead?**

The biggest challenges facing us right now are to sustain growth in order to defend our market position and keep our well-qualified and motivated staff. Research has proven that new challenges, professional growth, and influence through ownership are the highest rated motivating factors among Norwegian professionals in their careers. Attracting new talent is also a challenge for us.

## QUERY THE COLUMNISTS

**Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? Send them to world_update@idg.com or fax: 617-423-0712.**

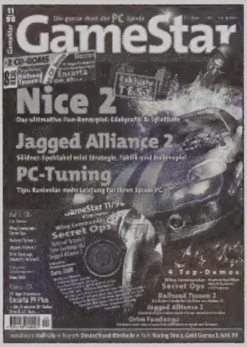
**Questions will be sent to the columnists anonymously.**

## GAMESTAR

*continued from page 1*

said *GameStar* Publisher **Stephan Scherzer**. "We hired the best experts in the field to work for us. And we made sure *GameStar* would enter the market with the highest production quality possible."

*GameStar* Editor-in-Chief **Jörg Langer** noted that prior to *GameStar*'s entry into the market there was just one high-quality publication targeting an older readership and several for younger ones. "Market research told us that a magazine combining editorial quality, accessibility of writing and layout, and good production values — price, number of pages, CD-ROMs and so on — was much needed," he said.



Still, nobody on the staff could foresee how many copies the first issue would sell. More than 187,000 readers bought the first issue. In its first year, *GameStar* saw sales of nearly 200,000 copies per month, reaching an average of 204,000 this summer, traditionally a period of low sales for gaming magazines.

### Reader comes first

"Our editorial philosophy is simple," Langer said. "The reader comes first. Always. If you try to please the industry, readers will feel cheated and your circulation will decrease. Only honest, competent journalism will earn you a large and loyal readership." *GameStar* prides itself on giving readers precise recommendations on what to buy — or not to buy. Besides games previews and reviews, the magazine runs hints, tips and in-depth hardware reports. "Modern games run on the fastest hardware only," Langer explained. "We provide our readers with all the hardware knowledge they need."

Unlike many gaming magazines, *GameStar* is not targeted solely at a young audience but readers from 14 to 45 years of age. Twenty-five percent of its readers are 30 years and older, and their buying power is very important. "We do not rely on games publishers alone," said Advertising Manager **Uwe Kielmann**. "Diversity is most important. In our most recent issue, 50% of all ads were for games, 30% hardware, 10% general software and 10% brand names [such as sporting goods and music]." Because of this strategy, *GameStar* has surpassed the market leader, six-year-old *PC Games* from Computec, in ad pages per issue a few times.

"Most of our competitors are going for the 14- to 20-year-olds," Langer said. "Our strategy is not easy to copy because it depends on several factors such as know-how, editorial integrity, and layout, among others. Furthermore, it's always easier to start a magazine from scratch with a new strategy than try to change your old strategy."

When comparing subscriptions with newsstand sales, the German magazine market is different from that of the U.S. By far, most German readers get their magazines at newsstands. Games magazines' subscribers typically number only 10% to 15% of all its readers. (*PC Games*' numbers are 16%.) "Our goal is to attract more subscribers than any other games title," said Circulation Manager **Josef Kreitmair**. "After one year, we already have over 20,000 subscriptions; that's about 10% of our readership. And the renewal rate is very high." All subscribers received a special editorial CD-ROM with the first-year anniversary issue as a thanks for their loyality.

**York von Heimburg**, managing director of IDG Entertainment and IDG Magazine, said, "I'm very proud to have such a highly motivated and outstanding team. With the support of Stephan, it created one of the most successful launches of a publication in Germany.There is still much work to do, but IDG's strategy has always been to be No. 1 in any given market, and that's what we will achieve with *GameStar*."

## UNIQUE PROMOTION YIELDS RESPONSE

Who says blackmail doesn't work? Among some of the "Great Ideas" presented at the recent Worldwide Managers Meeting was that of York von Heimburg, managing director of IDG Entertainment Verlag, who shared his company's light-hearted attempt to "blackmail" advertisers into running ads in *GameStar*. Media planners were faxed an official-looking "warning" charging them with not taking *GameStar* into account in their media planning and condemning them to place an ad in the monthly within two weeks. According to *GameStar* Advertising Manager Uwe Kielmann, they received more than 100 requests for rate cards, two new bookings (one for 24 issues), and an increased media awareness of *GameStar*.

## SELECTED HIGHLIGHTS FROM IDG IN GERMANY

GameStar's parent company, IDG Entertainment, is one of three separate business units (along with Computerwoche Verlag and IDG Magazine Verlag) known informally as IDG Germany. Among IDG's milestones in Germany:

1974 - Launch of *Computerwoche*, first IDG publication in Germany
1975 - IDC Germany established
1983 - *PC Welt* launched
1991 - *Computerwoche* Managing Director Ralph Peter Rauchfuss joins IDG
1990 - *Macwelt* launched
1992 - IDG Germany, as it was then formally known, reorganized into two separate business units: Computerwoche Verlag for the business market and IDG Magazine Verlag primarily for consumers.
1992 - IDG Magazine Managing Director York von Heimburg joins IDG
1995 - *ComputerPartner* relaunched
1997 - *GameStar* launched

IDG

## *Job Opportunities - November 2, 1998*

**Receptionist/Switchboard (CW)**
Computerworld is looking for a full time Receptionist/Switchboard Operator to answer our 10-line console, direct internal and external calls and greet visitors. Additional administrative responsibilities include maintaining phone and conference room databases as well as assistance with other administrative projects. Switchboard/Receptionist experience with strong communication and organizational skills, PC experience and a polished, professional manner is strongly desired. *Location: Framingham MA*
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628- 4903, Email: Mary_scanlon@computerworld.com

**Inside Sales Associate (FCW)**
FCW is seeking a sales associate to work with Federal Computer Week's Eastern sales team. Heavy prospecting plus administrative duties. Great entry level opportunity. *Location: Falls Church, VA.*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

**Copy Editor, Consulting (IDC)**
Publishing Services & Technologies (PS&T) seeks a talented Copy Editor for various consulting and special report projects on the IT industry. Responsibilities include editing text and tabular material online and on hard copy, working with authors to fine-tune their writing, choosing keywords to enhance online searches, and writing document descriptions and summaries. Strong Microsoft Office Suite skills, especially Word and Excel, are required. The ability to work under tight deadlines and to juggle many projects at once is a must. A bachelor's degree and two to three years of experience in a technical environment are preferred. *Location: Framingham, MA*
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: idc_jobs@idc.com

**Consulting Production Specialist (IDC)**
This successful candidate will be responsible for the production of custom project deliverables for IDC's consulting business. Specifically, duties will cover all aspects of producing research documents (primarily Word templates): from design, layout and proofing, through to print and distribution. Skills needed include a high attention to detail, ability to manage multiple projects, and expertise with all major PC desktop publishing packages: QuarkXPress Microsoft Word, Excel, and PowerPoint; and Illustrator. Familiarity with PhotoShop, DeltaGraph or a charting package, and Lotus Notes are a plus. Must also posses the ability to manage multiple tasks in a fast-paced, demanding atmosphere. Copy editing experience and familiarity with two-color printing is a plus. Candidates must have a minimum of 2 years experience. *Location: Framingham, MA*
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: idc_jobs@idc.com

**Consulting Production Specialist, part-time (IDC)**
The successful candidate will be responsible for the second-shift (5:30 pm - 9:00 pm), part time (20 hrs/week) production of custom project deliverables for IDC's research community. Specifically, duties will cover all aspects of producing research documents (primarily Word and PowerPoint templates): from copy editing, to design, layout and proofing, through to print and distribution. Skills needed include a high attention to detail, ability to manage multiple projects, and expertise with all major PC desktop publishing packages: QuarkXPress Microsoft Word, Excel, and PowerPoint; and Illustrator. Familiarity with PhotoShop, DeltaGraph or a charting package, and Lotus Notes are a plus. Must posses the ability to manage multiple tasks (start-to-finish) in a fast-paced, demanding atmosphere. Copy editing experience and familiarity with two-color printing desired. *Location: Framingham, MA*
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: idc_jobs@idc.com

**Desktop Publishing Specialist (IDC)**
IDC is currently looking for a Desktop Publisher that will be responsible for formatting newsletters and reports in Word 7 using established templates and creating charts in DeltaGraph and illustrations in Illustrator. Candidates should have at least two years of experience in a fast-paced, document production department and possess strong PC skills, advanced knowledge of Microsoft Word/Excel and creating business graphics using PowerPoint and DeltaGraph and have a working knowledge of Illustrator and Lotus Notes. Proven desktop publishing/layout ability with other programs (Quark, PageMaker, Framemaker, etc.) is essential. *Location: Framingham, MA*
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: idc_jobs@idc.com

**Consulting Director, Systems Consulting (IDC)**
IDC is currently looking for a Consulting Director to work in serve as the project manager and business development leader for custom consulting projects covering systems, software, storage, and channels arenas. The projects includes market and competitive analysis, market sizing and forecasting, product and technology assessments, user requirements, channel audits, business and market plan development, entry and growth strategies. In particular, this consulting director will work closely with Consulting Sales staff to grow the consulting business in IDC's West Coast-based Strategic and Growth accounts. Skills and experience required include: strong project management skills, excellent written communication skills, 8 to 12 years of computer industry analyst and or market consulting experience, MBA preferred, entrepreneurial approach, and a high sense of responsibility.
*Location: Mt. View, CA.*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4719, Email: idc_jobs@idc.com

**Administrative Assistant (IDG/B)**
A high energy professional to provide general administrative support to our senior sales executives. Responsibilities include word processing, client contacts, filing, faxing, photocopying, meeting scheduling/arrangements, compilation of expense reports, PowerPoint presentations and database management. Must have professional phone manner, be highly organized with good project management skills, detail oriented with the ability to prioritize and multi-task independently in a fast paced environment. Proficient in Windows 97, Word, Excel and PowerPoint skills a plus. Candidate must be a bright, enthusiastic team player with 3+ years related experience.
*Location: Foster City, CA.*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: N/A

**Licensing Coordinator (IDG/B)**
An experienced professional to assist the manager of legal services with our growing licensing activities. You will be responsible for handling requests for permission to excerpt from our books, including researching all permissions issues, interfacing with the various departments involved in the process, and following up to assure compliance. The ideal candidate will have a minimum of 2 years of experience with granting permissions and good knowledge of copyright issues. Qualified candidates must possess strong computer, organization, writing, and interpersonal skills, and have strong attention to detail. *Location: Foster City, CA.*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: N/A

**Subsidiary Rights Assistant (IDG/B)**
Support the foreign and domestic rights managers by providing review material, sales and marketing information and publication schedules to all ...For Dummies translation partners and book clubs. Requires experience working in an office environment and the desire to gain sales and marketing skills. The ability to multitask in a fast paced environment is essential. Successful candidate should be detail oriented, proficient in MS Office products, and have strong organizational and communication skills. Multilingual, interest in other cultures preferred.
*Location: Foster City, CA.*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: N/A

**Account Executive/Inside Partner (IFW)**
The role of this position is to work in cooperation with two Regional Managers to achieve and increase page and revenue plans; one Regional Manager will be in the Irvine office (where the AE/Inside partner will be based), the other Regional Manager will be in Plano, TX. The Account Executive/Inside Partner will assist in closing sales and adding value to existing business, using research and special opportunities. Also responsible for sales intelligence gathering prospecting/cold calling, and customer service. *Location: Irvine, CA*
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: resumes@infoworld.com

**Presentation Specialist (PCW)**
PC World is seeking a highly creative and organized presentation professional to produce sales and marketing materials. Must have a good blend of computer knowledge, design sense, and skill in displaying quantitative information visually. Must have excellent command of Power Point for Windows, and a working knowledge of Quark and PhotoShop for the PC and Mac. Ability to work under deadlines and to juggle multiple projects required.
*Location: San Francisco, CA*
Contact: S. Wong, Fax: 415-978-3181, Phone: 415-243-0500, Email: sandy_wong@pcworld.com

***The weekly Job Opportunities update is produced by the Corporate Human Resources Department in Framingham, MA. If you have questions or would like to post a job, please contact Jessica Luacaw at 508-935-4355. Thank You!***

**IDG AUSTRIA**

*continued from page 1*

was like a turbo booster motivation for the whole team."

### *Computerwelt* leads the charge

*Computerwelt* hasn't had any direct IT weekly competition in recent years. Its strongest competitors have been the country's eight daily newspapers. According to Weiss, the primarily PC-oriented magazine monthlies generally aren't good quality titles, and neither Ziff nor CMP has entered the market because it is small and static.

However, last month a new foe entered the fray: *Format*, a trade weekly, will have a special IT section and plans to offer deep frequency discounts. *Format* is published by the Austrian NEWS-Verlag company. *Format* is comparable to the German magazine *Der Spiegel* or the U.S.' *Time* magazine. Weiss plans to combat *Format* the same way IDG Austria tackles the other general business publications and titles: telling IT clients and agencies that there are 30,000 IT decision makers inAustria, and the research proves that *Computerwelt* reaches almost all of them. "We try to convince advertisers that *Computerwelt* always should be their first choice," Weiss said. "Our slogan is: 'Don't count the readers you reach, reach the readers who count.' "

### Wide appeal

*Computerwelt* has a half-paid, half-controlled circulation of 18,000, which includes a recently added 6,000-issue controlled distribution to managers and IT professionals in small and medium-size companies, where *Computerwelt*'s share of readers had been low. Although its circulation is modest in order to target the most appropriate audience possible, its readership is 96,000. That's an impressive figure given that there are just 30,000 IT professionals in Austria. The larger readership is testimony to *Computerwelt*'s value to a wide range of readers, from upper and mid-level managers to financial officers and students.

A new advertorial section has also added to *Computerwelt*'s bottom line. The special supplement is published 10 times a year, each with a different theme. Heavily ad-oriented, each issue has one main sponsor but other advertisers can be represented. A non-IDG editor manages the content. The section, which has the same size and paper quality as *Computerwelt*, is loosely inserted and has a different layout than *Computerwelt*. Before the section was introduced in February, advertorial-style articles had been intertwined with IDG editorial, confusing both readers and advertisers.

IDG Austria is shepherding the growth of its second publication, *ComputerPartner Austria*, a monthly stand-alone A4-size magazine that serves the channel market. The two-year-old publication has a controlled circulation of 8,000. Presently the title has no other direct competitors, and the dailies don't cover news and information targeted to dealers. However, during the next few months the Austrian subsidiary of the German firm Vogel Verlag may launch a channel publication. Weiss is concerned that the ad market is too small to support two titles, but he's optimistic that *ComputerPartner* Austria's high-quality editorial, and its new synergy with *ComputerPartner* in Germany, will serve it well.

The main challenge for FY99 is to improve ad sales for *ComputerPartner* and to strengthen its finances, Weiss said. "If this works, our long-term plan is to relaunch *PCtip* in the next three years and try to recreate the success it has had for IDG Switzerland. There's an emerging PC consumer market in Austria, and we want to take advantage of it."

*Contact Manfred Weiss at manfred_weiss@idg.co.at.*

## CAREER SWITCH OPENS NEW DOORS

**Rare is the person whose career spans almost every rung on the editorial ladder, and rarer still is a person who experiences that rise after having a fulfilling first career. But *Computerwelt Austria* Editor-in-Chief Hiltraut Ludwig knows what that's like, having traded in a 10-year stint as a behavioral therapist for an editorial assistant position at IDG Austria nine years ago.**

**Newly single at the time, Ludwig had just moved to Vienna for a fresh start in life and was looking for a career change. A friend told her about the entry-level *Computerwelt Austria* position, and, even though Ludwig had no background in information technology or journalism, she thought it sounded interesting, applied and got the job.**

**At first, Ludwig had administrative tasks such as answering phones, keeping track of press conferences and doing some research for editors. After a few months, she asked for some writing assignments. "The editors were cautious at first," Ludwig recalled with a smile. After she demonstrated her writing skills, she was given responsibility for the training and management section of *Computerwelt*. About a year later, in January 1989, Ludwig officially had the word "editor" in her title. In 1992 she took charge of the business section. In 1997 she was promoted to the second-in-command post of senior executive editor and has been editor-in-chief since February 1998.**

IDG WORLD UPDATE

***Hiltraut Ludwig** is at the CW Austria helm.*

**Although she has more management responsibilities now, Ludwig still churns out articles. "It's fun, and it's hard work, but if I quit writing I'd lose the contact with my editorial roots, and I'd really miss that," she said.**

**Today, Ludwig presides over an editorial staff of five full-timers, two part-timers and five freelancers. "Our human and technical resources are lean, but we've made a lot of progress in the past six months or so," she noted.**

## NOTEWORTHY

### PROMOTIONS

*The Industry Standard*'s Director of Business Development, **Joseph Walowski,** has been made general manager of the magazine's online division. "With a proven ability in strategic planning and marketing and a successful track record in developing and promoting Internet-based businesses, Joe has already made a significant impact on *The Industry Standard*," said **John Battelle**, president and publisher of the weekly. "We are delighted that Joe will be spearheading all efforts for the magazine's online component." In addition to his new role, Joe will continue to direct the magazine's overall business development efforts.

IDG WORLD UPDATE

BERNARDI

**Debbie Bernardi** has been promoted from IDC director of human resources and operations to vice president of human resources and administration. "Debbie joined IDC in 1991 as IDC's first full-time human resources employee," IDC President Kirk Campbell said. "She has established one of the best human resources teams within IDG. One and one-half years ago, Debbie took over the management of all IDC U.S. administrative departments as well. More recently, she has taken on worldwide HR responsibility with the direct management of HR activities for Europe and Canada."

IDC Research Analyst **Mike Comiskey** has been promoted senior research analyst within the Collaborative and Intranet Computing (CIC) program. "When Mike joined the Collaborative and Intranet Computing service last fall, he immediately put to work the analytical skills which he acquired at Fleet Bank, Data General and Northeastern's MBA program," said **Mark Levitt**, CIC research director. "In the process of writing bulletins exploring the emerging standards, human factors, and vendors in the group calendaring/scheduling and real-time conferencing markets, Mike

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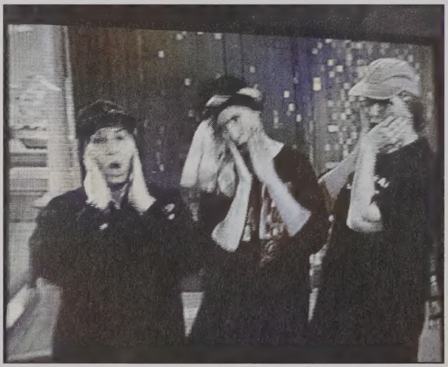
# Humor Proves Effective Ally in IDG's Levinson's Recovery

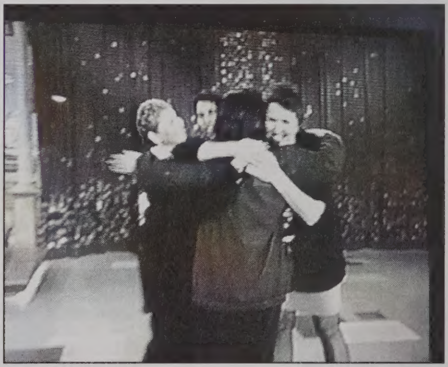
You have to have a very positive attitude to sing about breast cancer!

And **Libby Levinson**, executive assistant to IDG President **Kelly Conlin**, ought to know. Her determination not just to survive but to thrive while undergoing chemotherapy to battle cancer is not only helping her to beat the disease, but recently earned her and two close friends a spot on the nationally syndicated TV talk show, *The Rosie O'Donnell Show*.

Diagnosed 11 months ago with breast cancer, Levinson underwent surgery and three months of chemotherapy, a side effect of which was hair loss. "Although I felt that losing my hair was a small price to pay to get my health back, the challenge remained to feel good about myself as a bald woman," Levinson said. "Trust me, bald is not beautiful!"

So Levinson became something of an expert in using hats and scarves to mask her baldness and coined the phrase "Chemo Chic" to convey her upbeat outlook on the process. Levinson recruited two friends she had made while undergoing treatment, "and we put our bald heads together and agreed to do a photo shoot with Elsa Dorfman," a Cambridge, Mass.-based portrait photographer. The trio hammed it up in gowns, tuxedos, hats, scarves, wigs and just plain bald. "Dorfman made us feel beautiful, and it showed in the photographs," Levinson said. Several of the portraits subsequently appeared along with a story about the three women in *The Boston Globe* earlier this year.


**CLAIMING THAT "IT IS POSSIBLE TO FIND** *humor in cancer," IDG Executive Assistant* ***Libby Levinson*** *(left) and friends Carol Potoff and Debbie Dorsey deliver their light-hearted lyrics on The Rosie O'Donnell Show last month.*


**TALK SHOW HOST ROSIE O'DONNELL** *congratulates the trio on their performance before declaring them "the worst singers we've ever had on the show."*

### Musical message

When a producer at *The Rosie O'Donnell Show* got wind of the story, the three friends were invited to appear on the show to help raise awareness about the importance of self exams, annual check-ups and mammograms in fighting breast cancer.

Donning scarfs and hats left over from their "chemo chic" days, Levinson and her friends, Debbie Dorsey, a filmmaker from Lincoln, Mass., and Carol Potoff, a high school art teacher from Nauset, Mass., belted out their message about the importance of early detection and hope in clever lyrics set to the tune of "My Boyfriend's Back."

"Rosie was wonderful," Levinson said. "She hugged us after our song, but then she told the audience she thought we were the worst singers she had ever heard. It was a wonderful experience."

In addition to expert medical treatment, a positive outlook and a good sense of humor, Levinson credits the "outpouring of love and support and prayer from my wonderful CSC friends and IDG colleagues throughout the world" as big factors in her recovery.

carved out new areas of expertise for IDC which have led to CIS and bulletin sales. In addition, Mike has shown the critical ability of juggling a variety of responsibilities including writing IDC flashes and bulletins, handling client inquiries, contributing to major annual reports, delivering on custom consulting projects and pitching IDC research during vendor visits."

Senior Analyst **Alan Farias** is now research manager in IDC's Primary Research and Market Models Department. "Alan joined IDC a year and a half ago and in that time has managed more than 30 research projects for the Personal Systems, Services and Internet Groups," said Research Director **Carol Glasheen**. "He is viewed by his internal clients as a guru in survey design and project management and has the unique ability to manage several projects simultaneously and yet treat each one as a top priority. In his new role, Alan will continue to support the survey efforts of the group but will also take a lead role in evaluating Electronic Survey options, managing list issues and developing an Analyst Training Kit for analyzing survey data."

IDG WORLD UPDATE

FARIAS

IDC Vice President **Brad Thorpe** has been promoted to group vice president, major accounts. "In the past three years, Brad has significantly contributed to IDC's growth and profitability by managing the growth of IDC's largest accounts," said IDC Senior Vice President **Don Best**. "As the leader of the Major Accounts group, Brad has demonstrated to his staff, as well as to IDC overall, that there can continue to be growth at these accounts. Just as important, Brad has established a high degree of customer intimacy at these large, complex accounts, which has allowed IDC to enjoy high CIS renewal rates with these customers. Brad has also been a key architect of IDC's global selling program, which has become one of IDC's key competitive advantages."

THORPE

**Laura Nurzynski** moves up from sales operations manager to director of sales operations. "IDC Sales has gone through many important changes over the past two years to enable us to become more efficient and effective," Best said, "and Laura has been the leader of many of these initiatives. In addition to her role with process automation, Laura was instrumental in the definition and development of the current role of the sales Customer Service Representatives (CSR). The CSRs have become critical links in IDC's overall customer relationships, and Laura deserves credit as the key force behind the evolution of the CSRs from their original roles as sales administrative assistants. A key CSR tool managed by Laura is the IDC Customer Management Calendar, which enables consistent and measurable levels of customer service."

### NEW EMPLOYEES

**Jessica Luacaw** joins IDG's Human Resources Department as an HR assistant and receptionist. She previously worked at Tufts Health Plan in Watertown, Mass., as a customer relations coordinator. She is currently working toward a B.A. in human resources at Newbury College in Brookline, Mass.

IDG WORLD UPDATE

LUACAW

*All business units are welcome to send information for the Noteworthy section to: world_update@idg.com.*

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## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

### ELEVEN YEARS
Zsuzsa Krammer - IDG Hungary

### NINE YEARS
Åkos Bognár - IDG Hungary
Maria Luisa Romiti - IDG Italy
Bruno Agostini - IDG Italy
Lisa Zimmerer - PC World

### EIGHT YEARS
Natalia Parron - IDG Spain

### SEVEN YEARS
Cheryl Brink - PC World

### SIX YEARS
Nadia Maudsley - PC World
Alessandra Dainotti - IDG Italy

### FIVE YEARS
Grace Wong - IDC Singapore

### FOUR YEARS
Jeff Meers - IMS/EMEA
Richard Buckley - IMS/EMEA
Charles Helliwell - IMS/EMEA
Ron Milton - Internet Commerce Expo
Antje Bruns - IDG Germany
Károly Viosz - IDG Hungary

### THREE YEARS
Karen Battley - IMS/EMEA
Louise Elliker - IMS/EMEA
Adrian Jones - IMS/EMEA
Peter Halliday - Network World
Carol Sliwa - Computerworld
Carlos Eudardo L. Salvato - IDG Brazil
Laura Moss - IDG Books
James Sumser - IDG Books
Emily Melgar - IDG Books

### TWO YEARS
Jatinder Sanghera - IMS/EMEA
Jared Peterson - IDC Hong Kong
Yvette Joplin - PC World
Jolana Lammelova - IDG Czechoslovakia
Martina Kramosilova - IDG Czechoslovakia
Kevin Ebmeyer - Computerworld
Takanobu Urayama - IDG Japan
Ivair Rodrigues - IDC Brazil
Linda Perkins - IDG Books
James Martin - IDG Books

### ONE YEAR
Sarah Taylor - IMS/EMEA
Vicki Klum - PC World
Petr Felt - IDG Czechoslovakia
Zuzana Peskova - IDG Czechoslovakia
Andrea Duksta - Network World
Lisa Hovsepian - Network World
John Chambers - Network World
Robin Hohman - Network World
Cindy Wager - Computerworld
Jenny Chin - IDG World Expo/Singapore
Marc Wolf - Internet Commerce Expo
Rachelle Cox - IDG Books
Michelle Heller - IDG Books

## CELEBRATING 10

# Lyn See

**HOME:** Sydney, New South Wales, Australia.

**JOINED IDG AUSTRALIA:** Nov. 6, 1988, as circulation assistant.

**BEST PART OF YOUR JOB:** Working with a great and helpful team in the Circulation Department.

**INTERESTS OUTSIDE THE OFFICE:** Watching football (Australian Football League and National Rugby League), cooking and entertaining.

**FAMILY:** Sons Brett, 33, and Anthony, 30.

**DREAM DESTINATION:** Greek Islands.

**AS A CHILD, WHAT DID YOU WANT TO BE WHEN YOU GREW UP?** A flight attendant.

**FIRST JOB?** Secretary for the travel manager in Westpac Bank.

**ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WAS ON FIRE?** Photo albums.

**FAVORITE VACATION SPOT?** Fiji.

**WHAT TALENT DO YOU WISH YOU HAD THAT YOU DON'T:** The ability to play the piano.

**IF YOU WON THE LOTTERY TOMORROW, YOU WOULD:** Buy a large sheep and cattle property and travel around the world.

**FANTASY JOB:** Gourmet chef.

**LYN SEE JOINS IDG CHAIRMAN PAT McGOVERN FOR LUNCH IN** *honor of her 10 years of service to IDG Australia.*

**IF YOU COULD DO ONE THING OVER:** Go back and live in the country where I came from — Coolamon in Southwestern NSW about 400 kilometers from Sydney. It's such a beautiful and relaxing place.

**RETIREMENT DREAMS?** Live in a beautiful home overlooking the ocean.

**MANAGER'S PROFILE:** "Lyn is a dedicated and important team member of the Circulation Department. Her happy personality and sense of humor are seen to their best advantage on the telephone. Lyn's forte is making subscribers happy to deal with IDG. We all congratulate Lyn on her 10th anniversary."

- ***Dorothy Adams**, circulation manager, IDG Australia*

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries. IDG also produces 168 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The *IDG World Update* staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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PAGE 3

# IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

## *IW* Celebrates "20 Years of Computing and Beyond"

IDG WORLD UPDATE

**CIRCULATION PROMOTIONS MANAGER** ***Delia Quartey*** *shares her memories of 18 1/2 years at IW, while Publisher* ***Stephen Moylan*** *looks on.*

In December of 1978, *Intelligent Machines Journal* published its first issue with a front-page story about a lawsuit between two hardware companies over "anticompetitive behavior." In

• CONTINUED PAGE 4 •

## IDG Strengthens Ties to Korean Partner with Joint Venture Pact

### Hi-Tech Information will continue to publish 10-year-old market-leading CW/IW title

**THE STAFF OF HI-TECH INFORMATION LOOKS ON AS COMPANY PRESIDENT** ***Young-sil Gimm*** *and IDG International Publishing Services President* ***David Hill*** *extend 10-year licensing agreement to a joint venture pact.*

IDG signed a joint venture agreement last month with 10-year licensee Hi-Tech Information of Seoul, Korea, publisher of the *Computerworld/InfoWorld* product line tabloid *Hi-Tech Information.*

"After 10 years of license partnership, this new arrangement ties IDG and Hi-Tech together even more closely at a time of great economic challenge in Korea," said IDG International Publishing Services President **David Hill**, who manages licensing for IDG. Under the direction of President **Young-sil Gimm**, IDG's partner for the past decade, Hi-Tech Information will continue to be managed and run locally.

While approximately one-third of the IT publications in Korea have gone out of business in the past year, *Hi-Tech Information* has persevered and retained the No. 1 position in its category, Hill noted, thanks to the unique combination of local market knowledge and IDG's international editorial and sales networks.

• CONTINUED PAGE 5 •

## IN BRIEF

# IDC Name, Address Updates

IDC recently announced that it is no longer using the IDC/LINK name. All former IDC/LINK programs will now be referred to simply as IDC.

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As of Nov. 1, IDC Scandinavia and IDC Sweden will be known as IDC Nordic. Plans call for the IDC office in Finland to be merged into the group beginning in January. Although there is no IDC office in Norway, the Norwegian market is serviced by a sales representative and managed out of the Danish office.When referring to IDC operations in the Nordic region, the IDC Nordic name should be used. When referring to a particular IDC Nordic office, use the following:

IDC Nordic (Denmark)
IDC Nordic (Sweden)
IDC Nordic (Finland) — as of Jan. 1, 1999

Addresses and phone numbers remain unchanged for the offices.

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IDC East Central Europe has moved. The new address is:

IDC East Central Europe
Male Namesti 13
Praha 1 110 00
Czech Republic

Tel: +420-2-21612260
Fax: +420-2-21612257

# *Network World* Seen on CNN

Riding the wave of interest in the U.S. Department of Justice vs. Microsoft trial, *Network World* surfed its way on to CNN and CNNfn last month. And not just CNN's airwaves but CNN's Web site as well.

With Networld+Interop 98, the networking industry's largest trade show, being held at the Georgia World Congress Center across the street from CNN's Atlanta headquarters, the conference proved to be an ideal place for CNN to get the networking and telecom industries' reactions to the suit. **John Gallant**, editor-in-chief of *Network World*, told CNN, "What you have here at this show are people who connect desktops to the world, and the people in the network world are getting a taste of Microsoft as a competitor the same way the desktop people experienced Microsoft a few years back." The segments aired Oct. 22 and 23 and reached an estimated 10 million viewers.

# Golf Tournament Drives Home *Computerworld* Name in Spanish IT Community

IV Torneo de Golf
COMPUTERWORLD
Gran Premio
LEXMARK
IV Torneo de Golf
COMPUTERWORLD
Gran Premio
LEXMARK

**IDG SPAIN MANAGING DIRECTOR PACO ZABALA PRESIDES AT** *the reception for the ComputerWorld España Golf Tournament, sponsord by Lexmark.*

The *ComputerWorld España* Golf Tournament has emerged as a must-attend event for the Spanish IT community. Not only has it strengthened the *Computerworld* brand and earned IDG Spain substantial loyalty from readers and advertisers, but the tournament has done so at little cost to IDG Spain.

For the past four years, Lexmark has sponsored the event, held most recently in June in Madrid. This year 113 high-ranking IT professionals from Spain's largest companies and public agencies teamed up with vendor representatives and headed for the links, joined later by government officials and general managers of IT companies who were invited to the post-round luncheon.

Lexmark pays for all golf expenses, services, food, prizes and merchandizing. IDG Spain provides ads for the tournament that run in *CW España* that includes the Lexmark logo.

The Lexmark tournament has proven so popular — there was a waiting list of 30 golfers this year — that IDG Spain created a second tournament, sponsored by 3Com, held last month in Barcelona. More companies have expressed interest, and IDG Spain is considering adding more sponsors and cities to the "IDG Tour."

## NEWS YOU CAN USE

**For a list of known computer viruses, as well as information on hoaxes and other Internet scams, check out http://ciac.llnl.gov/, which is an informational site for the Computer Incident Advisory Capability of the U.S. Department of Energy.**

# ON LINE

**MORTEN HANSEN**

*The managing director of IDG Norway is this week's guest columnist. Part 1 appeared Nov. 2.*

## IDG NORWAY AT-A-GLANCE

**Location**: Oslo, Norway

**Established**: May 1983

**Number of employees**: 120

**IDG Norway's divisions**: 1) Publishing, which produces *Computerworld Norway,* twice weekly; *PC World Norge,* monthly; *PC World Buyers Guide*, twice a year; *PC World Ekspress*, weekly; *Nettverk & Kommunikasjon*, eight times per year; and *IT-Bransjen* (channel title), monthly. 2) IDG Expo, which is divided into the Exposition department, the IDG Conference Group and IDG Seminar Partners. 3) IDG Norway Books, which publishes IDG Books titles, as well as domestically produced books. 4) Computerworld Add-on Department, which has a diversified revenue stream from classified advertising, courses and conferences, both in paper as well as on the Internet, list brokering and recruitment activities. 5) IDG New Media, which sells Internet products and services. 6) New Projects, which develops new business ventures such as recruitment services, consultancy services, strategic publishing alliances and general R&D activities.

**Market position**: All titles are market leaders by far.

**Morten Hansen's tenure**: I have been working with this company for 15 years. It's the most fun I've had in my life!

**Q What are IDG Norway's top goals for 1999?**

A 1) Our goal is to make the transition from paper-based to online revenues as harmless to *Computerworld Norge* as possible. There is a tremendous shift in the marketplace, especially when it comes to recruitment revenues. Recruitment advertising revenues are falling. This is not because the market is getting smaller or because the labor market is softening, but on the contrary, job advertisers are moving to less expensive advertising carriers like the Internet. Job ads on the Internet have increased tremendously over the last year. Advertisers find the medium much more attractive due to the effectiveness, low prices and interactivity that makes it easy for job seekers to exchange resumes through e-mails and for advertisers to collect information through "click throughs" to advertisers' home pages. And, last but not least, it is always freshly updated.

2) With a population of only 4 million, Norway is one of the smaller marketplaces in the world. That means that IDG Norway has a very concrete limit on growth on most projects so building new ventures is a must all the time. Therefore, we want to develop and establish at least two more new business units, products or services that are able to support or create synergies within our existing product portfolio. In terms of long-term survival, growth is crucial to IDG Norway.

3) The core of our business is really our customers in general and our readers in particular. An absolute focus this fiscal year will be to increase the revenue stream from our readers by focusing on reader satisfaction and goal-oriented sales/marketing and research activities.

**You've said you are reorganizing IDG Norway in FY99 "to nuture our entrepreneurial spirit." What plans do you have?**

Any reorganizing work is an ongoing process. However, this year we are focusing particularly on efficiency and effectiveness. This applies in particular to production, as well as sales and marketing, all of which are being reexamined in detail. These are our goals: The G&A Department is to handle all common service functions — no decentralization allowed. All departments are focusing on R&D, production, marketing and sales, and as few administrative functions and routines as possible in order to minimize bureaucracy and stimulate creativity and entrepreneurial skills. A human resources person has been hired to implement a professional Employment Service Center. We are using this name, rather than "the HR department" to emphasize that we want to assist employees in all aspects of their job and career. Training should focus on people's strengths rather than weaknesses. In other words, we do not want to develop a "A4-size Manager," rather strongly focused individuals, coaches and pathfinders.

**Can you explain IDG Norway's job rotation policy?**

Our job rotation policy is not really a policy, rather a company culture. It can best be described with an example. For two years we had a young controller who performed very well but wanted to expand his work into the operational business environment. He wanted to be a businessman!

Making a long story short, he has now been a successful manager of IDG Norway Books for one year. The former IDG Books manager changed positions with the controller; he did not work with the financials but rather on administrative functions like HR projects. The agreement was to make the job rotation effective for one year. After one year both wanted the change to be permanent, which is exactly what it is, and growth has allowed us to hire a new talented controller!

**Name three things that characterize life at IDG Norway.**

1) A "Let's try it" attitude. We do not know if something will work before we have tried it. 2) The feeling of belonging to a winning team! 3) Complete freedom under personal responsibility — some people might say we're a bit anarchistic!

**INFOWORLD**

*continued from page 1*

its 20th anniversary issue, published Oct. 26, *InfoWorld* ran another story on "anticompetitive behavior," albeit on page 14 and this time about the U.S. Department of Justice vs. Microsoft Corp.

IDG WORLD UPDATE

(LEFT TO RIGHT) DESIGN DIRECTOR CATHY KRIZIK, SENIOR EDITORS RENEE GOTCHER *and* ***Dylan Tweney*** *and Editor-in-Chief* ***Sandy Reed*** *congratulate the IW staff on the hard work done for the 20th anniversary issue.*

### Biggest revenue-producing issue

The biweekly *Intelligent Machines Journal* cost 75 cents and was put out by a staff of nine. Twenty years later, 220 employees sent *InfoWorld*'s 300-page 20th anniversary issue priced at $3.95 to 370,000 subscribers. Those 300 pages are made up of 100 pages of editorial and 200 pages of ads — and 71.5 pages of ads in the issue's anniversary section alone — that brought in $2.6 million in net revenue, making it the biggest single revenue producing issue in *IW*'s history.

"It's exciting to be at the helm of the 20th anniversary issue chronicling this amazing industry" said **Stephen Moylan**, *IW* president, CEO and publisher. "The employees are terrific, and I'm really pleased for the people who put this 'double-issue' issue together over the last six months. The biggest message I want to get across was that this historic issue was made possible by an incredible team effort here. It's a fabulous 'keeper' issue for the readers, and they can look back over 20 years at the industry and their own careers."

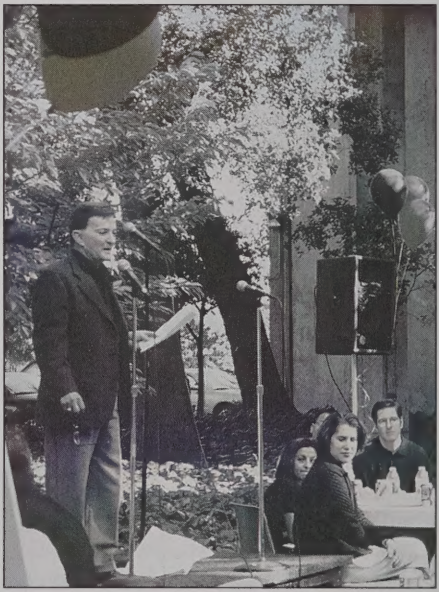
The San Mateo, Calif.-based weekly held a celebratory staff luncheon last month in tribute to its 20 years and the hard work the staff put in for the special issue. Retired IDG President and Board of Directors Member **Walter Boyd**, who during his career at IDG had been acting president of *IW* "at least five or six times" he said, spoke briefly about *IW*'s history at IDG.

### Touch and go

"For the first eight years it was touch and go," he said. "*InfoWorld* was kept going by **Pat McGovern**'s determination to make it work."

Originally known as *Intelligent Machines Journal*, the publication was bought for $30,000 in 1979. "At the time, it had 30,000 subscribers, so we paid a dollar for each of them. We bought it because of that existing database of subscribers; it was much cheaper than trying to develop the same list from scratch," Boyd said.

"The name was changed in 1980. Pat originally wanted it to be called *Personal Information Systems World*, but we took one look at the acronym and talked him out of it!



IDG WORLD UPDATE

**RETIRED IDG PRESIDENT WALTER BOYD** *shares some of IW's history at the publication's 20th anniversary luncheon.*

### Ahead of its time

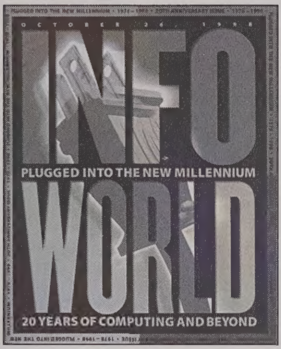
"IDG invested $40 million in *InfoWorld*, which would be over $100 million in today's dollars," Boyd continued. "It was a publication that didn't know where it was going or who it wanted to be for a long time. We made some mistakes early on, but we finally found out how to do things properly. Plus, the market was just not ready for it. *IW* started before the PC revolution and was way ahead of its time.

"As for the next 20 years," Boyd predicted, "well, they'll have to be cautious. Make sure you're leading the market and that you know where it's going. If *IW* continues to be smart and forward-looking there's no reason it can't continue to enjoy success for another 20 years or more."

Moylan also brought to the stage several of *IW*'s longtime employees. Facilities Manager **Steven Brown**, who has been with *IW* 15 years, said he remembered "leaving the building the night in 1989 when the earthquake struck. Everyone who didn't have to go home and take care of their kids came back into the building and put out the issue."

Eighteen-and-a-half year *IW* veteran **Delia Quartey**, circulation promotions manager, said, "I remember when there were no fax machines, no voicemail, there wasn't a machine on every desk and no electronic page transmission. It's been one long journey, and we change when things change. We were a team then and we're a team now." 💻

# *IW*'s 20th Anniversary Issue Has "Thud"


INFO
PLUGGED INTO THE NEW MILLENNIUM
WORLD
20 YEARS OF COMPUTING AND BEYOND

*InfoWorld*'s 20th anniversary issue, which carries the tagline "Plugged Into The New Millennium," not only chronicles the past 20 years of the computing industry but looks ahead at the industry's future. The issue profiles the technologies that had the greatest impact and those that barely made a dent. Also profiled are the industry's leading players and companies. Across the bottom of each editorial page is a timeline highlighting industry milestones of the last two decades.

"This issue is not only a celebration of *InfoWorld*, but it also pays tribute to those who have influenced and advanced technology over the past 20 years — our readers, the inventors, developers and users of technology," said **Stephen Moylan**, *IW* president, CEO and publisher.

"The past 20 years have marked incredible changes in the computing industry," said **Sandy Reed**, editor-in-chief of *InfoWorld*. "*InfoWorld* has not only kept pace with the industry but has set standards for technology journalism. This issue highlights the 20 years of *InfoWorld* and some tough editorial decisions we had to make along the way."

The Future section of the special issue features reports on computing and education, medicine and home technology that show more of a convergence between computing and everyday life. According to *IW*'s industry psychics, atom-size computers, integrated home networks and vacuum cleaners running Java are in our futures.

"This issue has real 'thud value' [meaning when you drop it on a desk it thuds], said **Phil Branon**, VP/national associate publisher. "At 300 pages, the bindery must have bought extra-long staples."

"I'm really proud of the work we did on this, and I'm glad to have been a part of it. I'm looking forward to looking back on this in another 20 years and seeing what we got right and wrong," said **Dylan Tweney**, senior editor and co-editor of the anniversary issue along with Senior Editor **Renee Gotcher.**

## SELECTED INFOWORLD HIGHLIGHTS

**1979 - Bi-weekly *Intelligent Machines Journal* purchased from Jim Warren for $30,000. Circulation base: 30,000. Publisher: John Craig. Address: 530 Lytton Ave, Palo Alto, Calif. Subscription price: $18/year.**

**1980 - In February, the publication's name was changed to *InfoWorld* and given the tagline: The Newspaper for the Microcomputing Community.**

**1981 - *InfoWorld* starts publishing weekly.**

**1983 - Moves to 1060 Marsh Road, Menlo Park, Calif.**

**1988 - *InfoWorld* launches on-site Test Center. There were 12 286-based machines when the Test Center was opened.**

**1989 - Terri Hamilton named publisher.**

**1991 - Moves to 155 Bovet Road, San Mateo, Calif.**

**1992 - Pulled the plug on the Atex Publishing System and installed Quark.**

**1993 - "The Courage of our Convictions" marketing campaign is launched.**

**1998 - Circulation base reaches 350,000 and the subscription price $155/year.**

## KOREA JOINT VENTURE

*continued from page 1*

**INTERNATIONAL PUBLISHING** *Serivces President David Hill (right) and Young-sil Gimm, who heads up IDG's joint venture partner in Korea.*

"Although this is a time of great economic diffculty in Korea, it's also a time of great opportunity," Hill said. "Mr. Gimm has made the tough decisions, and Hi-Tech is now totally focused on running as leanly and efficiently as possible to maintain and strengthen its market postion, so when the economy turns it will be the market leader for years to come." The new joint venture form of business means that IDG now owns part of the company, and IDG will now work even more closely with the joint venture company to provide know-how and expertise needed to survive the lean economic times.

Hill said the joint venture should certainly be viewed as a strong vote of confidence in the long-term importance and strength of the Korean market. "The Koreans are incredibly hard-working and dedicated people who have the strength and patience to weather any crisis." said Hill. "When the Asian recovery begins, Korea will be among the fastest to rise."

**According to IDC, the Republic of Korea's IT spending CAGR (compound annual growth rate) through 2000 is estimated at 14.7%. The world average is 10.9%.**

## NOTEWORTHY

### PROMOTIONS

OSTROW

*PC World*'s Eastern Advertising Director **Bob Ostrow** will become the magazine's new director of custom publishing, responsible for publishing alliances and special sections. *PCW* Vice President **Bob Carrigan** said, "Bob has hired and led a great East Coast team that has consistently outperformed the market. There is no more respected or qualified a person on our team to work with the our sales team to make our special sections a considerable success in FY99." Ostrow started at *PC World* in 1986 as an account manager. In 1988 he became senior account manager, in 1990 eastern advertising manager, and eastern advertising director in 1991.

McKAY

*PC World* Senior Account Manager/Midwest **Kathy McKay** takes on the additional responsibilities of director of consumer advertising, a new position. Carrigan noted, "*PC World* has enjoyed great success in attracting non-endemic advertising from categories including automotive companies, hotels, and airlines—a tribute to Kathy's tremendous efforts. The manager of the upper Midwest region—the largest revenue territory in the book—Kathy is absolutely perfect for this new position." Before coming to *PC World* in January 1996, Kathy worked for 10 years in the newspaper business.

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At IDC's recent sales meeting, several Strategic Accounts promotions were announced. Director of Sales **Freeman Bradley** has been promoted to associate vice president, Hardware West Sales Team. "Freeman is a long-term veteran of IDC who has been a steady and consistent sales performer," said **Michael Deutsch**, group vice president of Strategic Accounts. "Over the last few years he has done tremendous account development work at such key accounts as Cisco, 3Com, Bay Networks, Fujitsu and Packard Bell. Freeman will also be a member of the newly formed Sales Leadership council."

**Simon Salamon** has been promoted to sales director, Hardware East Sales Team, from vice president of regional sales. "An 11-plus-year veteran of IDC, Simon has been very busy expanding such accounts as Lexmark, Canon and Sharp," Deutsch said. "During FY98, between CIS and Consulting, Simon brought in nearly $800,000 of new business from IDC from the Lexmark account. Who says focus doesn't pay off!"

Senior Account Executive **Carla Nash** has been promoted to sales manager of the Telecom team. With IDC for just over two years, "Carla followed up her FY98 Rookie of the Year performance with an FY99 Salesperson of the Year," Deutsch noted. "Since arriving at IDC, Carla has done an outstanding job at developing such key Telecom accounts as Lucent, BellSouth and Nortel."

Client Service Representative **Lisa McCoy** moves up to senior customer service representative and Associate Customer Service Representative **John Lyons** to customer service representative. "Both Lisa and John have been instrumental in the success and growth that Strategic Accounts has enjoyed over the last few years," Deutsch said. "Their superior customer support has helped save and grow numerous renewals over the past year. Many key customers such as EMC, Data General, Computer Associates and Sterling Software have taken the time to write to IDC to thank us for the excellent customer support provided by both John and Lisa."

### NEW EMPLOYEES

Major Accounts Client Services Representative **Regena (Tina) Adams** comes to IDC West in Mountain View, Calif., from Telogy where she was in account management. Outside the office she pitches for a softball team and enjoys spending time with friends.

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**Keiji Yokozawa** joins IDC Japan as a consultant, coming from a position as marketing director at HUCOM Corp. He has a B.A. in political science from Chuo University and enjoys yacht sailing in his free time.

VASQUEZ

Web Publishing has made a host of new hires. Account Manager **Jill Vasquez** was previously the regional Internet business manager for CitySearch.com, holds a B.A. in psychology from Arizona State University and counts snowboarding and traveling among her extracurricular interests.

TRUONG

Previously a publishing/marketing assistant with EQE, Inc. **Justin Truong** is now a sales administrative assistant. He earned a B.A. in international relations and business from San Francisco State University and recently spent six months in the Kyrghyz Republic conducting research on third-world development and training non-governmental organizational staff members in mediation and conflict resolution. When not resolving sales conflicts he enjoys hiking and fly fishing.

HENRY-STOCKER

Chief Webmaster **Sandra Henry-Stocker** comes to Web Publishing from InCap Corp. where she was the senior director of development and systems. She holds a B.S. in speech pathology and audiology from Penn State University and a B.S. in computer science from the University of Maryland. She recently drove across the U.S. in three days and lives with her husband Eric, whom she met on the Internet, on a 42-ft. sailboat.

WILSON

Once a freelance graphic designer **Anna Wilson** is now Web Publishing's design and production assistant. She has attended the San Francisco Art Institute and City College of San Francisco. Her fine-art CD has been played at several film festivals.

Account Manager **Tanya Hawkins** comes from CMP's *Internetweek* where she worked as district manager. She has a

IDG

*Job Opportunities - November 10, 1998*

**Systems Administrator (CHSG)**
Channel Services Group seeks a highly motivated Systems Administrator to provide desktop and network technical support for its San Mateo and Framingham offices. Will use Windows95 and MacIntosh/PowerPC's for local and remote clients via LAN/WAN. Will also be responsible for maintenance and monitoring of mail routing and replication in a NT 4.0 Domain, maintenance and monitoring of the telecom system, backup operations, virus response and detection, and software and hardware installation and configuration. Position requires a technical background with 3-4 years experience in systems administration. Must have solid working knowledge of Windows 95, NT, Lotus Notes, MS Office 97, ArcServe, Innoculan, TCP/IP, Networking concepts, desktop/laptop configurations, and local and remote network Printers using HP DeskJet. Requires strong troubleshooting skills and the ability to work with and communicate with all levels of personnel. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

**Research Manager (Computerworld)**
Reporting to the Editor in Chief, the individual in this position will play a major role in the development of several special editorial projects, such as the Premier 100, Salary Survey, Best Places to Work and others. Will work with both the news and feature departments to provide a steady stream of ongoing research including; designing and fielding surveys in cooperation with editors, managing relationships with research contractors and internal research units, interpreting and cross-tabbing results, working with management team on concepts and designs for new research projects and gathering secondary research as necessary. The Research Manager will also be responsible for establishing, maintaining and improving upon relationships with the leading providers of research such as IDC, Gartner CI, Forrester as well as government agencies. Will also identify and exploit new sources of research, including research available through on-line services. Will coordinate the quarterly readership studies with input from the editor and editor in chief. Candidate must had a demonstrated background in research supporting publishing operations, experience with managing a budget, knowledge of SPSS and SAS, ability to manage multiple projects and meet aggressive deadlines. Experience in the information technology sector a plus.
*Location: Framingham, MA*
Contact: P. Gillin, Fax: 508/626-8587, Phone: 508/620-7724, Email: paul_gillin@cw.com

**Sales Operations Coordinator/Computerworld Marketplace & Marketpack (CW)**
Computerworld is looking for a dynamic Sales Operations Coordinator who will be the "backbone" of the Marketplace/Marketpack department. Responsibilities include: providing support to the sales staff by preparing sales tools and presentations, conducting follow-up calls to customers, maintaining the sales database, and gathering market and competitive information. This position serves as the liaison between the department and the card deck printer, as well as our internal production department and oversees the production process for both products. This position will work closely with the department manager in providing general administrative assistance, such as travel arrangements and is responsible for maintaining up to date departmental reports. The ideal candidate will be extremely organized, detail oriented, able to juggle multiple tasks at once and be proficient in MS Word, Excel and PowerPoint This team player will be a quick learner, possess excellent written and verbal communication skills, demonstrate initiate, and work cooperatively with others. *Location: Framingham, MA*
Contact: M. Maynard, Fax: 508/879-3760, Phone: 508/820-8162, Email: maria_maynard@cw.com

**Director Of Relationship Marketing (CW)**
Computerworld is seeking a Director of Relationship Marketing to focus on business development and readership affinity by managing the following marketing tools: Customer events; CW's participation in IDG trade shows; Public Relations; Computerworld Smithsonian Awards; and Computerworld IT Leadership Forum. The goal of the position is to align these tools and their associated activities with the goals and objectives of CW Sales and Marketing. Success in the position would be measured by the effective use of these marketing tools to build the CW brand among CW advertisers and affinity among CW readers. The ideal candidate would have to have an extensive background in event and trade show marketing; experience in creating and managing public relations programs; working knowledge of all other marketing communications disciplines including advertising, collateral development, and direct marketing; a minimum of 10 years in IT marketing; a proven track record as a consummate professional; and strong presentation and sales skills.
*Location: San Mateo, CA ( possible relocation to Framingham, MA after one year)*
Contact: T. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@computerworld.com

**Marketing Specialist (IDC)**
IDC's Systems, Software & Storage research group is looking to add a Marketing Specialist. This person will focus on the Software programs. Responsibilities include working with a team of high-profile market analysts and sales staff, writing persuasive press releases and report promotions, assisting in positioning products, translating technical ideas into compelling marketing messages, managing events, developing targeted prospect lists, and writing direct mail and marketing campaigns. The ideal candidate for this position will be a dynamic, assertive and communicative professional with 3-5 years of diverse experience including product and direct marketing as well as marketing communications experience. Strong organizational, communication, promotional writing, detail, and desktop publishing skills required with a working knowledge of Filemaker Pro, Quark Express, Microsoft Word and Excel and Delta Graph. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idc.com

**Marketing Specialist (IDC)**
IDC's Systems, Software & Storage research group is looking to add a Marketing Specialist. This person will focus on the Software programs. Responsibilities include working with a team of high-profile market analysts and sales staff, writing persuasive press releases and report promotions, assisting in positioning products, translating technical ideas into compelling marketing messages, managing events, developing targeted prospect lists, and writing direct mail and marketing campaigns. The ideal candidate for this position will be a dynamic, assertive and communicative professional with 3-5 years of diverse experience including product and direct marketing as well as marketing communications experience. Strong organizational, communication, promotional writing, detail, and desktop publishing skills required with a working knowledge of Filemaker Pro,Quark Express, Microsoft Word and Excel and Delta Graph. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idc.com

**Regional Sales Manager (IDG Games Media Group)**
IDG Games Media Group is seeking a Regional Sales Manager to sell print and web advertising in the Eastern region, cultivating new business opportunities & expanding existing accounts. This manager will supervise a Sales Associate and manage the territory for the PC Games and GamePro publications in a satellite office environment. Requires 5 years proven ad sales experience and ability to provide superior customer service. Must be dynamic, self-starting, detail-oriented team player who excels in fast-paced, competitive & FUN sales environment. The ideal candidate may have worked in a consumer independent rep environment, managing multiple properties.
*Location: New York or Boston, MA*
Contact: S. Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murphy@idg.com

**Sales Associate (IDG Games Media Group)**
IDG Games Media Group (GamePro and PC Games) is seeking a Sales Associate to provide support to the Eastern Region Sales Manager. This position will be involved in all administrative facets of advertising sales, including file maintenance, database tracking, customer service, coordinating mailings, assembling media kits, related sales dept. activities, and general administrative assistance. Ideal candidate will have a minimum of 2 years experience in a media sales environment, excellent organizational skills, ability to multi-task, excellent verbal/written communication skills, problem-solving and decision-making abilities, knowledge of MS Office, ability to work in fast-paced, deadline driven environment and be team oriented. Familiarity with the publishing industry is a plus.
*Location: New York or Boston, MA*
Contact: S. Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murphy@idg.com

**Asia-Pacific Copy Editor (IDG News Service)**
IDG's real-time, international news service seeks a copy editor with a great eye for detail and strong writing skills for our Tokyo news bureau. Specific responsibilities include editing IT-industry news and features under tight deadlines, reporting and researching breaking IT news stories and providing general editorial support for our four news bureaus in the Asia-Pacific region. Reporting and writing duties will be commensurate with experience and may include writing spot news stories; covering trade shows, press conferences and other breaking news for the daily wire; and working with our senior Asia-Pacific correspondent in Tokyo on in-depth regional and global stories. The ideal candidate has strong Japanese language skills and copy editing experience, preferably on an IT daily or weekly. Strong computer skills and experience using a notebook PC in a remote computing environment is a plus, as is familiarity with electronic publishing tools such as Lotus Notes/Domino and the worldwide web.
*Location: Tokyo*
Contact: R. Garretson, Fax: 617-423-0240, Phone: 617-303-7821, Email: rob_garretson@idg.com

**Executive Assistant (IMS)**
This position will report to the President of IMS US. Individual will be responsible for managing calendar, appointments, receiving and screening calls, handling e-mail inquiries, making extensive travel arrangements, planning and organizing events and special functions. Candidate must be pro-active, a self starter, and comfortable making a variety of executive administrative decisions as a vital member of the IMS President's Office. Must also be highly organized with excellent communication skills, be enthusiastic, flexible and able to work independently. Excellent computer skills, with specific knowledge and comfort level using Notes e-mail, required.
*Location: San Francisco, CA*
Contact: S. Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murphy@idg.com

**Business Analyst (IMS)**
IDG Marketing Services (IMS) seeks a Business Analyst to provide direction and support regarding all aspects of IMS financial operations. Responsibilities will include coordinating timely budgeting and forecasting across IMS departments. Candidate will be in charge of purchasing, invoice processing, and coding. Will also identify opportunities for cost savings and handle projects related to MaxMAP contracts and sales efforts. Position requires attention to detail, innovation, proficiency with spreadsheet packages, and strong written and oral communication skills. Familiarity with Lotus Notes preferred. BA required. Location: San Francisco, CA.
*Location: San Francisco, CA*
Contact: A. Hub, Fax: 415-705-6421, Phone: 415-676-3032, Email: andrew_hub@idg.com

**Sr. Editor (NW)**
Network World is looking for a senior editor for its new Signature Series, which comprises six annual special-topic issues. This person will have the opportunity to produce a range of high-profile pieces, and should feel comfortable writing about technology and non-technology related topics of interest to corporate network users. The position requires exceptional writing and editing skills and the ability to handle multiple projects simultaneously. We can be flexible as to the location of this position. *Location: Framingham, MA*
Contact: D.Caldwell, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

**Associate Editor, Features (PCW OSG)**
PC World Magazine is seeking an experienced editor to oversee the Features section of PC World Online. Successful candidates will have two years journalism (print or online) experience and familiarity with PC products and the Web. The Associate Editor, Reviews will plan, assign, and edit original online content; write articles, sidebars and ancillary materials for the site; and manage the conversion of print content to interactive Web format. Strong writing and editing skills a must, as is PC proficiency. Online experience a plus.
*Location: San Francisco, CA*
Contact: D. Tynan, Fax: 415-442-1891, Phone: 415-978-1762, Email: dan_tynan@pcworld.com

**Associate Editor, Here's How Online (PCW OSG)**
PC World Magazine is seeking an experienced editor to oversee the Here's How section of PC World On-line. Successful candidates will have a two-year journalism (print or on-line) experience and will be required to plan, research, assign, and edit original content as well as manage the conversion of print content to interactive Web format. Strong writing and editing skills a must, as is PC proficiency. On-line experience a plus.
*Location: San Francisco, CA.*
Contact: Y. Li-Ron, Fax: 415-442-1891, Phone: 415-267-4587, Email: yael_li-ron@pcworld.com

**Associate Editor, On-line Reviews (PCW OSG)**
PC World Magazine is seeking an experienced editor to work in the Reviews/Top 400 section of PC World On-line. Successful candidates will have a two-year journalism (print or on-line) reviews experience and will be required to plan, research, assign, and edit original reviews as well as help manage some of the conversion of print content to interactive Web format. Strong writing and editing skills a must, as is strong familiarity with PC hardware and software. On-line experience a plus. *Location: San Francisco, CA.*
Contact: R. Farrance, Fax: 415-442-1891, Phone: 415-978-3230, Email: rex_farrance@pcworld.com

**Application Developer (PCW OSG)**
PC World On-line is seeking a motivated and skilled individual for the job of Application Developer, Editorial. This person will plan, create, and deploy applications that will enhance the user experience and improve the retrieval of data and articles on the PC World On-line web site. Working closely with the PC World On-line editorial staff, this person will carry out programming tasks and generate ideas to exploit the interactivity of the on-line medium. A successful candidate will have web site programming skills including experience with client-side programming languages such as Java and JavaScript, Perl, TCL and HTML. DHTML, CSS, XML, Oracle or other relational database, and Vignette StoryServer or Microsoft ASP experience is preferred. Applicants should be able to manage time well and work on a variety of tasks simultaneously. Excellent oral and written communication skills required.
*Location: San Francisco, CA*
Contact: M. Turner, Fax: 415-442-1891, Phone: 415-267-1758, Email: matt_turner@pcworld.com

***The weekly Job Opportunities update is produced by the Corporate Human Resources Department in Framingham, MA. If you have questions or would like to post a job, please contact Jessica Luacaw at 508-935-4355. Thank You!***

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**THIRTY-ONE YEARS**
Ted Bloom - IDG

**EIGHTEEN YEARS**
Karen Weston - IDC

**SEVENTEEN YEARS**
Michael Masters - CIO

**SIXTEEN YEARS**
Miguel Hermosell - IDG Spain

**THIRTEEN YEARS**
Fernando Rodriguez - IDG Spain
Isabel Campo - IDG Spain

**TWELVE YEARS**
Jose Luis Diaz - IDG Spain
Sergio Saenz - IDG Spain
Martin Taylor - IDG New Zealand
Don Hill - IDG New Zealand
Frank Genovese - CIO

**ELEVEN YEARS**
Michelle Chase - IDG

**TEN YEARS**
Joanne Connelly - FCW Govt. Tech. Group
Harvey Diamond - InfoWorld
John Rousseau - IDG Games Media Group
Jayne Enos - IDG

**NINE YEARS**
Yuen Yeh - InfoWorld
Sandy Wong - InfoWorld
Simon Pearce - IDC U.K.
Christine Skrobanek - IDG Austria
Fernando Rodriquez Jr. - IDG Spain
Marco Bertolotti - IDG Italy

**EIGHT YEARS**
Siobhan Santinelli - InfoWorld
Oliver Lawrence - InfoWorld
Don Seay - Network World

**SEVEN YEARS**
Chip Pettirossi - Federal Govt. Tech. Group
Steve Moylan - InfoWorld
Elizabeth Freedman Girioni - IDC
Anne McCrory - Computerworld
Michael Siggins - CIO
Hugo Shong - IDG Asia Business Dev.
Jeanette Borzo - IDG News Service
Lynn Levasseur - IDG
Nanette Buckhout - IDG Conference Mgmt.

**SIX YEARS**
Jeff Symoens - InfoWorld
Paul Arabasz - IDC
Laura Nurzynski - IDC
Laurianne Heine - PC World
Randy Ross - PC World
Marcy Dill - CIO

**FIVE YEARS**
Richard Heiman - IDC
Lauri Pastrone - IDC
Adam Gaffin - Network World
Robin Azar - CIO
Barbara McDonald - Web Publishing
Marc Ferranti - IDG News Service

**FOUR YEARS**
Matthew Toolan - IDC
Keren Seymour - IDC
Julian Milenbach - PC World
Jocelyn Ritchie - PC World
Suzanne Thomas - IDG Books
Silvia Cardinale - IDG Italy
Susan Montgomery - CIO
Eric Sheppard - IDG Research
Lyndsey Pomella - IDG Travel

**THREE YEARS**
Dan Arnold - FCW Government Tech. Group
John Brown - IDC
Fanny Yang - IDC Beijing
Deidra Massenberg - Network World
Patricia Hyde - Computerworld
Jim Karalekas - Computerworld
John Caffarella - Computerworld
Fay Harward - IDG U.K.
Johanna Rudich - IDG Books
Lenora Chin-Sell - IDG Books
David McAferty -Internet Industry Publishing
Donna Williams - IDG
Jonathan Baron - IDG International Pub. Svcs.

**TWO YEARS**
Mike Thomas - InfoWorld
Sarah Varney - InfoWorld
Wolfgang Schlichting - IDC
Mario Morales - IDC
Laura Brehm - IDC
Mary Gallagher - IDC
Bronwen Cleary - IDC
Sarah Speake - IMS EMEA
Linda Bishop - Network World
Denise Pappalardo - Network World
Paul Lee - Network World
Jean-Oliver Holingue - Network World
Patrick Thibodeau - Computerworld
Kevin Ebmeyer - Computerworld
Anna Doukas - IDC Australia
Brenda Hocking - IDC Australia
Linda Cook - IDG Books
Terrance Broadnax - IDG Books
Carolyn Nicole LeClerc - IDG Books
George Chronis - IDG Games Media Group
Faith Huang - IDG Asia Business Dev.
Alan Wu - IDG
Lynne Zouranjian - CIO
Kerry Grady - CIO

**ONE YEAR**
Patrick Marshall - FCW Govt. Tech. Group
Jacqueline Dendievel - FCW Govt. Tech. Group
Sarah Manchester - IDC
Sharon Chan - IDC Hong Kong
Mario Echevarria - PC World
Jean Lieske - PC World
Rio Penas - IDG Central Services
Melissa Bartett - Network World
Samantha Hadley - Computerworld
Adam Parez - Computerworld
Monica Dormoczy - Computerworld
Yoshio Moriya - IDG Japan
Janet Seib - IDG Books
Rayshon Davis - IDG Books
Melanie McCullough - IDG Books
Laura Brown - IDG Books
Gloria Orbegozo - IDG Games Media Group
Christopher Sipe - Publish
David Woodall - CIO
Marc Wolf - IDG World Expo
Lee Tuttle - CIO
Ifeyinwa Orakwue - IDG
Cynthia Reed - IDG

HAWKINS

B.A. in psychology with a minor in education from the University of California/Davis. She has just finished attending a marathon of weddings — 11 in 10 months — and is considering a second career as a professional wedding guest.

A recent recipient of a B.A. in English from Vermont's Middlebury College, **Daniel Vernazza** joins IDG Books' Foster City, Calif., office as an editorial assistant. In his spare time he like to play soccer and read.

*All business units are welcome to send information for the Noteworthy section to: world_update@idg.com.*

## CELEBRATING 10

# Doreen Ferguson

**HOME:** Southborough, Mass.

**JOINED IDG:** August 1988 as a Credit Analyst.

**CURRENT TITLE:** Senior Credit Analyst. I'm responsible for collection of MAP (Market Access Program) receivables.

**MOST CHALLENGING PART OF YOUR JOB:** To convince our top customers to pay IDG before paying our competitors!

**LATEST ACCOMPLISHMENT:** IDG Credit, along with the efforts of the business units' billing coordinators, dropped the DSO (Days Sales Outstanding) to a record low for IDG in FY98.

**INTERESTS OUTSIDE THE OFFICE:** Restoring my 1819 home with my husband, playing with my kids, camping and canoeing.

**FAMILY:** My husband, Brent, and children Amy, 8, and Paul, 4.

**MOST REWARDING THING YOU'VE EVER DONE?** Taking care of my family.

**FANTASY JOB:** Naturalist.

**YOUR IDEA OF A PERFECT DAY ALONE?** Going to the gym and then relaxing with a glass of wine and a good book.

**ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WAS ON FIRE?** Family first, then the photos.

RITZ-CARLTON

**IDG CHAIRMAN PAT MCGOVERN ESCORTS DOREEN FERGUSON** *to dinner at Boston's Ritz-Carlton in honor of her 10 years of service to the company.*

**FAVORITE VACATION SPOT?** Anywhere you can go camping.

**IF YOU WON THE LOTTERY TOMORROW, YOU WOULD:** Do volunteer work and travel.

**RETIREMENT DREAMS?** Travel across the country and see everything and then on to other countries.

**MANAGER'S PROFILE:** "Doreen does a tremendous job supporting our Market Access Program clients and is excellent at seeing the big picture. She is always willing to go the extra step for a client or a business unit, whether it involves explaining a Market Access Program contract or handling a special reporting request; you can count on Doreen."

- ***Amy Hanania**, corporate credit manager, IDG*

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries. IDG also produces 168 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The *IDG World Update* staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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**IDG SIGNS PACT WITH PENNWELL TO AUGMENT TELECOM COVERAGE IN CHINESE MARKET**
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**GAMESTAR STAFF USES VIDEO TO BUILD BOND WITH READERS**
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**ONLINE: IDG PRESIDENT KELLY CONLIN TAKES A TURN THIS WEEK**
PAGE 3

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

# *Network World* Title Debuts in Middle East

Six months into its license agreement with IDG, Corporate Publishing International (CPI), based in Dubai, United Arab Emirates, has added a *Network World* title to its lineup. *Network World Middle East* made its debut Oct. 29 at Gitex, the largest IT show in the region and, according to its organizers, the third largest IT show in the world.

According to Managing Director **Dave Reeder**, the new monthly title blends editorial from its U.S. sister publication with local news stories, case studies and interviews. The first issue features an interview with the regional general managers of Nortel Networks and Novell in which they were asked to defend the networking industry's record regarding Y2K compliance.

network world

Call for Lucent

Encrypti
exports

Telcos go down to Y2k wire

NDS gets Microsoft's ear

SIDE

Delivering Intranet technology

*Network World Middle East* has a monthly controlled circulation of 15,000 and is published in English as are CPI's existing titles, *Computer News Middle East* (monthly news tabloid for senior management and similar in scope to the *Computerworld/InfoWorld* product line)

• CONTINUED PAGE 2 •

# IDG Chairman Pledges $1 Billion Investment in Chinese IT Market

## Memorandum of Understanding with China's Ministry of Science and Technology promises funding over seven-year period

**DURING LAST MONTH'S VISIT TO BEIJING, IDG CHAIRMAN PAT MCGOVERN HAD HIS** *first private meeting with PRC President Jiang Zemin. The two discussed prospects for making China's capital markets more open to venture capitalists. Zemin also said he regularly read China Computerworld when he was minister of the Ministry of Electronics Industry.*

**Pat McGovern**'s itinerary is always full of business engagements when he travels to China, but the IDG chairman had several particularly significant appointments during his 60th visit to the People's Republic of China last month. McGovern signed a memorandum of understanding pledging to invest $1 billion over the next seven years in Chinese high-technology start-up companies and also met with the president of China, Jiang Zemin.

McGovern signed the memorandum for the new fund on Oct. 27 with China's Ministry of Science and Technology. Most of the fund will target small- and medium-sized Chinese companies to encourage innovation. The ministry will work closely with IDG's investment

• CONTINUED PAGE 5 •

## IN BRIEF

# IDG-PennWell Pact to Broaden China Telecom Coverage

IDG China and one of its Chinese publishing partners, the Institute of Scientific and Technical Information of China (ISTIC), and PennWell Publishing Co. last month signed an editorial and marketing pact between PennWell telecommunications publications and IDG's *Telecom World* that should significantly expand telecom coverage in the booming Chinese market.

Beginning in March, *Telecom World*, published monthly by IDG and ISTIC for more than 38,000 subscribers, will translate and carry editorial from Nashua, N.H.,-based PennWell magazines such as *Light Wave*, *Cabling Installation Maintenance* and *Wireless Integration* in alternating issues. Also, PennWell will be the exclusive sales representative for *Telecom World* in the U.S. and Europe.

"While *Telecom World* is widely regarded as the leading source for telecommunications news and information in China, we are committed to expanding our content even further to address new and emerging issues impacting the Asian telecommunications marketplace," said **Hugo Shong**, managing director of IDG China. "Our agreement with PennWell, whose publications already have an excellent reputation in China, enables us to further extend the information we provide to our readers."

"[Licensing U.S. magazines' editorial] is a good method for our magazine to stand at the forefront of technology," said **Wang Xin**, *Telecom World* editor. "IDG is well known as a giant in computer-industry [publishing]. However, its experience in telecommunication and electronics industry [in China] is not as good as in the computer business. Frankly speaking, we are not the No. 1 electronics industry magazine. Probably we are No. 1 in telecom market."

*Telecom World* is not the first Chinese publication in a license agreement with PennWell. ISTIC's *Electronic and Computer Design World* also has a licensing agreement with PennWell to use editorial from its *Computer Design and Portable Design*.

According to Dave Janoff, vice president of PennWell's Communications and Optoelectronics Group, under China's current five-year plan it will spend $60 billion expanding its telecommunications infrastructure by the year 2000, including installing more than 200,000 kilometers of fiber-optic trunk lines. "Much of this spending will be for fiber-optics technology, advanced cabling systems and wireless integration," Janoff said.

# *GameStar* Staff Uses Video to Build Bond with Readers

**AN ALIEN DEATH STAR** *looms over GameStar building on a recent CD-ROM premium.*

An alien death star has attacked *GameStar* magazine! On video at least.

Every month the staff of the Munich-based gaming magazine puts together a 5- to 6-minute video as part of the monthly CD-ROM that its readers receive, which also includes game previews and demonstrations, drivers and other assorted gaming perks.

All of the ideas for the video, as well as most of the "acting," come from the *GameStar* staff, usually by the same people who wrote that month's articles. Filming and special effects are done by Toni Schwaiger, a *GameStar* freelancer.

"It's a fun element for our magazine," said *GameStar* Editor-in-Chief **Joerg Langer**. "It fulfills two reader needs: information and entertainment. Also the readers get to know us better, and our writers seem more real to them. The expenses are reasonable and very small compared to other production values."

Langer said the staff has been producing the videos since the magazine's first issue in October of 1997. The first video showed how the *GameStar* "crew" was put together by rescuing "Games Reviewer Rebels" from the "Dark Force." The first 12 videos were very *Star Wars*-like, but the staff is testing other storylines based on *The X-Files* and TV news.

### NETWORK WORLD MIDDLE EAST

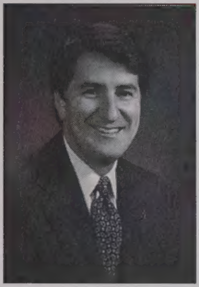
*continued from page 1*

and *Reseller World Middle East* (monthly channel magazine), both of which are published under license to IDG. In addition, CPI publishes *Enterprise Computing Middle East* (a bi-monthly Java/thin client title); *Computer Guide Middle East* (annual guide to the region's IT market and players); and *Buy IT!* (a monthly, ads-only publication).

*Network World Middle East* will go head to head with *Network Middle East*, published by ITP, which also publishes *Arabian Computer News* and *Computer Reseller News*, which compete against CPI titles *Computer News Middle East* and *Reseller World Middle East*, respectively. CPI's publications are read throughout the Gulf peninsula including Saudi Arabia, United Arab Emirates, Oman, Bahrain, Qatar, Yemen, Kuwait, and to a lesser degreee in Egypt, Syria, Jordan and Lebanon.

For more information, contact Dave Reeder at dave@reeder.com or check out the company's Web site at http://www.corporate-publishing.com.

# ON LINE



**KELLY CONLIN**

*IDG's president is this week's columnist.*

**Q I have been following the price of IDG Books' stock since the IPO a couple of months ago. To what do you attribute the stock's slide in price, and what are the implications for the IDG ESOP?**

A The IDG Books IPO occurred just before the broad market selloff, which occurred during the close of the third calender quarter. While IDG Books stock fell during this period, as of this writing (Friday, Oct. 31), shares of IDG Books Worldwide stock traded at $15.50, identical to the initial public offering price, giving IDG Books a market capitalization of $245 million.The 63% increase in the stock price during that week received national media coverage, highlighted by CNN reporting IDGB stock as one of the Top 10 performers on the NASDAQ for the week ending Oct. 31, an impressive accomplishment since the stock started the week trading at $9.75.

The rebound occurred after the company released fourth-quarter and full year revenue and earnings. For the fourth quarter, revenues increased 10.3%, to $35.3 million, and net income increased 55%, to $1.4 million. Revenues for the fiscal year ended 1998 increased 17.3% to $141.5 million and net income for the year increased 45% to $10.2 million, or 45% higher than net income of $7 million for the prior year. This was the second consecutive quarter as a public company that IDG Books met or exceeded analysts' estimates, a tribute to [the senior management team of] **John Kilcullen**, **Steve Berkowitz**, **John Ball**, **Brenda McLaughlin**, **Jim Doehrman** and the entire IDG Books team.

Worth noting beyond these numbers is the impressive performance that IDG Books continues in having more bestselling computer titles than any other publisher, including a remarkable dominance of the top six bestsellers in the Windows category in the October *Publishers Weekly* Computer Bestsellers List. The company's continued focus on satisfying customers with the most timely and useful content is the best assurance of long-term success that transcends the day-to-day swings in the financial markets.

As for IDG's ESOP, IDG continues to be the majority shareholder in IDG Books, and the valuation of the company is one of the factors that are used to derive IDG's annual valuation. In that way, its results are no different than any other IDG business unit in that increases in our corporate value are dependent on achieving our improved results year over year.

**I recently went to a competitor's trade show and was surprised to see one of IDG's brands listed as a sponsor. What is the policy for IDG's business units in sponsoring competitors activities?**

IDG's brands are one of our most important assets, and we must carefully manage these brands to preserve their value and the value they extend to IDG as a whole.

Therefore, IDG's longstanding policy is that no IDG business unit may enter into any kind of sponsorship, co-sponsorship, in-kind trade or any arrangement that will involve using your corporate and/or brand name on any project, event, publication, etc. that is not 100% owned by IDG without the written approval of the IDG Executive Committee.

This is a policy that should be followed without exception, even for what may be considered minor arrangements, to ensure the integrity and value of our valued brand names.

**I have not heard any news about IDG's venture capital activities. Are they still active?**

With its considerable cash resources, IDG has the responsibility to invest those resources wisely on behalf of the shareholders and maintain the strong foundation of the company. There are three major investment areas for IDG's cash balances: short-term working capital (typically invested in CDs, money market funds and treasury notes), longer term equity capital (typically invested by professional money managers in global equity markets) and venture capital (typically invested in start-up companies). This diversification of investments balances the risk/reward ratio appropriately so that the portfolio is not weighted too much in any one direction.

For its venture investing, IDG has two active groups: one based in Beijing, and one based in San Francisco. Between these two groups, IDG has made more than two dozen investments in small start-up companies. As is typical with any venture investing, you expect a range of returns from these investments over time. It is too early in the investment cycle to forecast what the cumulative return will be, but during a trip to Bejing that included a historic meeting meeting with the president of China, IDG Chairman **Pat McGovern** signed a memorandum of understanding to spearhead a $1 billion investment fund for the China-based venture group, so there is ample opportunity for continued investments, as well as expected returns!

**If the answer to any of the questions below is "yes," the *IDG World Update* editors want to know!**

- **Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? (Questions will be sent anonymously.)**
- **Do you have a story idea for *IDG World Update*?**
- **Do you have a comment about something you liked — or didn't like — in this newsletter?**

# San Francisco Triumphs Over New York to Host The Webby Awards

The Big Apple proferred many tempting fruits during the past six months, but ultimately San Francisco won the hearts of Webby Award organizers. Last month Webby Awards' Executive Producer **Tiffany Shlain** and the San Francisco Convention and Visitors Bureau announced that The Webby Awards, hailed as "The Oscars of the Internet" by the *San Francisco Chronicle,* will be held in the Bay Area for the third consecutive year.

The venue has not been announced yet but the event will be held in March 1999.

The Webby Awards honor the best examples of innovative and valuable Web sites in 24 categories: Arts, Commerce, Community, Education, Fashion, Film, Finance, Games, Health, Humor, Lifetime Achievement, Living, Music, News, Politics & Law, Print & Zines, Radio, Science, Search Engines, Sports, Technical Achievement, TV, Travel and Weird.

Nominees and winners are chosen by members of the International Academy of Digital Arts and Sciences (IADAS) (see sidebar). The general public can also vote online for their favorite Web sites at the newly relaunched Webby Awards' site (www.webbyawards.com). Last year, more than 100,000 fans cast ballots for "The People's Voice" awards.

San Francisco Mayor Willie Brown, who will again deliver the welcome speech at The Webby Awards, has pledged the full support of the city and, for the first time in the event's history, brought together city officials, the San Francisco Convention and Visitors Bureau, the San Francisco Partnership and the city's Multimedia Task Force to help make The Webby Awards one of San Francisco's highest-profile events.

Plans are under way for the IADAS to collaborate with the city for a New Media Forum, a digital arts gallery to be organized around the time of the 1999 Webby Awards, and other activities to support the rapidly growing online industry.

Last year an eclectic mix of more than 2,000 digital industry luminaries and non-IT celebrities attended the awards ceremony. Unlike most awards events, the Webbys have the distinction of strictly limiting honorees' acceptance speeches — to five words.

### Global Stage

"We are thrilled that San Francisco, the birthplace of both the digital revolution and The Webby Awards, will again be our host," Shlain said. "With the city's support, the 1999 Webby Awards will be on a truly global stage."

Although attendance at The Webby Awards ceremony is by invitation only, IDG employees will be able to participate in a random drawing for special passes to the event. *IDG World Update* will have more information about the drawing early next year.

For more information on the Webbys, go to http://www.webbyawards.com or contact Tiffany Shlain at tiffany_shlain@webbyawards.com.

## THE WEBBIES CALL CMG HOME

**This past year, The Webby Awards became a division of the IDG Conference Management Group, the San Mateo, Calif.-based business unit that produces the Agenda, Spotlight, CEO's Only and DEMO conferences. Previously, the awards had been associated with *The Web* magazine, which is no longer published by IDG in the U.S.**

# Professional Academy Formed to Encourage Digital Creativity

The 1999 edition of The Webby Awards is under the guidance of a newly created organization, the International Academy of Digital Arts and Sciences (IADAS), which launched its public Web site (http://www.iadas.net) in October.

"An official academy of professionals is crucial to advancing innovation and providing creative leadership as the new media industry matures," said **Tiffany Shlain**, the executive producer and creative director of the Webby Awards and a founding member of the academy.

IADAS is composed of more than 200 leading industry experts, evangelists and visionaries working to advance the electronic medium. These individuals include the judges for the 1997 and 1998 Webby Awards as well as the creative principals of all previous Webby Award-winning sites. Some of its members include cyber-guru Esther Dyson, Electronic Frontier Foundation Co-Founder John Perry Barlow, "Dilbert" creator Scott Adams, film director Kevin Smith, Infoseek Chairman Steve Kirsch, computer scientist Jaron Lanier, *Jane* editor Jane Pratt and professional basketball player Dennis Rodman.

In addition to nominating and judging each year's Webby Awards, the IADAS will also supervise and sponsor forums and seminars on how to build creativity and innovation in the digital arts and sciences field. The first issue of an IADAS newsletter will be distributed at the 1999 Webby Awards and may be available to non-members by subscription. The next phase of the IADAS Web site will be a community section for IADAS members to share "information, tips and inspiration," said IADAS Managing Director **Maya Draisin**.

For more information contact Maya Draisin at maya@iadas.nt.

IDG

*Job Opportunities - November 16, 1998*

**Copy Editor (CIO)**
CIO is seeking a talented Copy Editor to join its editorial staff. As Copy Editor your responsibilities will include: editing copy for style, clarity and correctness; proofreading materials at various stages of production; working with copy chief and art department to coordinate copy traffic and writing occasional short items. Ideal candidates will posses two years of copy-editing experience, preferably at a magazine; the ability to handle multiple tasks, and excellent prioritization skills. Efficiency and attention to detail a must. Familiarity with business and technology issues is a plus, as are experience with Macintosh Word, Quark, e-mail and on-line technologies. *Location: Framingham, MA*
Contact: B.Senges, Fax: 508-935-4192, Phone: 508-935-4600, Email: beth_senges@idg.com

**Managing Director of Computerworld Enterprise Publishing (CW)**
Computerworld is seeking a Managing Director to manage the Enterprise Publishing function. Responsibilities include overall management of the department, including budgeting, project management, customer service, and management of the regional Enterprise Publishing sales professionals. In addition, the ideal candidate will interface with the Associate Publishers and Regional Vice Presidents to work in tandem with regional sales teams to develop and sell "custom" publication programs and sponsorships. The ideal candidate will have had experience in selling through marketing programs and marketing concepts to high level sales and marketing managers in leading high technology companies as well as experience in managing a sales and project oriented team. This person should possess an understanding of the process of publishing large multi-level programs. Candidate should possess 10+ years of experience in a publishing environment.
*Location: Framingham, MA or San Mateo, CA*
Contact: T. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@computerworld.com

**Western Regional Director of Computerworld Enterprise (CW)**
Computerworld is seeking a sales professional to work in tandem with regional sales teams to develop and sell "custom" publication programs and sponsorships. The ideal candidate will have had experience in selling through marketing programs and marketing concepts high level sales and marketing managers in leading high technology companies. This person should possess an understanding of the process of publishing large multi-level programs. Candidate should possess 5+ years of experience in a publishing sales environment. *Location: San Mateo, CA*
Contact: P. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@cw.com

**Events Program Manager (FCW)**
Reporting to Director of Conferences and Trade Shows, the Events Program Manager's responsibilities include development of advisory boards, session development, speaker recruitment and support, and program evaluation for the government IT market. Knowledge of government IT market and technology issues a plus. *Location: Falls Church, VA*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

**Senior Recruiting Specialist (IDC)**
This position will support IDC HR Representatives and Hiring Managers, as needed, in order to make recruiting easier and faster for our customers. They will develop a pipeline of qualified and interested candidates and become better at selling IDC to career searchers, casual career searchers and non-seeking top talent. This position will strive to improve the recruiting experience for candidates. This role will be responsible for Interviewing skills education and tools. Additional responsibilities will be career development matrix and collateral as well as focus on refinement of the new hire process and use of co-op, partnerships, IDC Partner and Intern programs. *Location: Framingham, MA*
Contact: D. Bernardi, Fax: 508-935-4610, Phone: 508-935-4361, Email: idc_jobs@idc.com

**Graphic Design Manager (IDC)**
IDC's Corporate Marketing Department is looking for a creative, multitasking, hands-on individual to manage a small, but highly productive and fast-paced graphics and desktop publishing department. The successful candidate will be responsible for graphic design, layout production with heavy text formatting and project management of all of IDC's marketing collateral including 140+ product fact sheets, multiple brochures, product packaging, conference promotional pieces, web design and ad hoc projects. Responsibilities also include developing ongoing relationships with outside design resources to be utilized during peak seasons. MAC and PC expertise desired; QuarkXpress, PowerPoint, PhotoShop, Illustrator absolutely required. Additional requirements include 5-7 years of graphic design experience with a strong management background and excellent communication skills. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idc.com

**Marketing Specialist (IDC)**
IDC's Systems, Software & Storage research group is looking to add a Marketing Specialist. This person will focus on the Software programs. Responsibilities include working with a team of high-profile market analysts and sales staff, writing persuasive press releases and report promotions, assisting in positioning products, translating technical ideas into compelling marketing messages, managing events, developing targeted prospect lists, and writing direct mail and marketing campaigns. The ideal candidate for this position will be a dynamic, assertive and communicative professional with 3-5 years of diverse experience including product and direct marketing as well as marketing communications experience. Strong organizational, communication, promotional writing, detail, and desktop publishing skills required with a working knowledge of FileMaker Pro, Quark Express, Microsoft Word and Excel and Delta Graph. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idc.com

**Senior Research Analyst, Residential Telecom Services (IDC)**
This Senior Research Analyst position is to manage the research deliverables for the Residential Telecom Services CIS and Small Business Telecom Services CIS. Candidates must have good writing skills, excellent customer relations skills, and be a able to work in a demanding and fast-paced but friendly environment. Extensive telecommunications industry experience and knowledge of market research practices required. In addition, this candidate must have an aptitude and interest in exploring new technologies and research areas in Telecoms. Candidates must also have a working knowledge of MS Word and Excel. Bachelors degree required, Masters preferred but not a prerequisite. Teamwork mentality, sense of humor and 'can do' team attitude required! *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

**Copy Services Coordinator (IDG/B)**
The coordinator must have a keen eye for detail and strong organizational and project management skills to work on all phases of copy and cover development. This means that the coordinator will assist with various aspects of projects, from research and information gathering through final copy or cover delivery including contracting outside resources, maintaining schedules for deliverables and routing copy when necessary. You must also have strong communication skills, especially writing skills, as you will assist in the compilation of edits, copy editing and copywriting when appropriate. A BA. in English, Journalism or Communications is ideal with at least 2 years of work experience in a fast-paced, project oriented environment. *Location: Foster City, CA*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

**Public Relations Manager (IDG/B)**
The Public Relations Manager must be a master in creating opportunities to pitch the great products of IDG Books Worldwide. The ideal candidate will have book publishing experience and if not, proven success in launching solid campaigns via great media attention. You will be creative, media-savvy, able to work in a fast-paced environment and juggling multi-projects. You will be a seasoned manager with a level-headed problem solving style and bring with you excellent writing and communication skills. At least 5 years. PR experience necessary. *Location: Foster City, CA*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

**Director Distributed Systems (IDG/B)**
IDG Books Worldwide, Inc., headquarters in Foster City, CA, is a global knowledge company and leading publisher of technology, business and self-help books, including the best-selling...For Dummies(r), ...Secrets(r) and Teach Yourself(r) series. IDG Books Worldwide has more than 700 active titles plus books translated into 36 languages around the world. We are looking for an experienced professional to lead the strategic design, planning, implementation, documentation, and support of internally developed and modified client/server applications in LAN & WAN environment. You will focus on technology selection, adoption, integration, and development of multi-tier applications; develop/maintain prioritized project schedules and ensure standards, documentation and development life cycles are enforced. Requires a BSCS or equivalent (professional certification a plus); 7+ years' systems development experience in a Windows NT & Macintosh environment, including 3+ years in a supervisory role; familiarity with Web server technologies; software implementation experience (publishing industry preferred); excellent leadership, negotiation, analytical and written/verbal communication skills. We offer competitive salaries and progressive benefits. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Account Executive/Inside Partner (Display) (IFW)**
The role of this position is to work in cooperation with a Regional Manager to achieve and increase page and revenue plans. The Account Executive/Inside Partner will assist in closing sales and adding value to existing business, using research and special opportunities. Also responsible for sales intelligence gathering, prospecting/cold calling, and customer service. *Location: San Mateo, CA*
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: resumes@infoworld.com

**Account Executive/Inside Partner (Display) (IFW)**
The role of this position is to work in cooperation with two Regional Managers to achieve and increase page and revenue plans. The Account Executive/Inside Partner will assist in closing sales and adding value to existing business, using research and special opportunities. Also responsible for sales intelligence gathering , prospecting, and customer service. *Location: Rochelle Park, NJ*
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

**Business Analyst (IMS)**
IDG Marketing Services (IMS) seeks a Business Analyst to provide direction and support regarding all aspects of IMS financial operations. Responsibilities will include coordinating timely budgeting and forecasting across IMS departments. Candidate will be in charge of purchasing, invoice processing, and coding. Will also identify opportunities for cost savings and handle projects related to MaxMAP contracts and sales efforts. Position requires attention to detail, innovation, proficiency with spreadsheet packages, and strong written and oral communication skills. Familiarity with Lotus Notes preferred. BA required. *Location: San Francisco, CA*
Contact: A. Hub, Fax: 415-705-6421, Phone: 415-676-3032, Email: andrew_hub@idg.com

**Assistant Editor, Online (PCW OSG)**
PC World Online is looking for an assistant editor. In this position you will help maintain our software library, assist PC World Online editors in updating their sections, and verify facts. Candidates must have a degree in English or journalism or publishing-related experience, and familiarity with e-mail and the World Wide Web. *Location: San Francisco, CA*
Contact: R. Freed, Fax: 415-442-1891, Phone: 415-975-2677, Email: rebecca_freed@pcworld.com

**Director of Information Services (PCW OSG)**
PC World online is looking for an experienced, self-motivated System Administrator who will plan, purchase, install and maintain the company's server systems and network infrastructure. The system administrator will be tasked with ensuring high availability for Internet information services, will be expected to plan equipment acquisitions for growth and peak loading, and will help be expected to design and oversee a plan for equipment monitoring. This is a very challenging job in a dynamic environment; good verbal and written communications skills are a must and candidate must be flexible enough to balance business needs and technical priorities. Candidate must have: significant experience with Solaris 2.6 and familiarity with Windows NT; working knowledge of Oracle and Netscape server products; familiarity with MTAs; Perl and shell scripting experience. Individual must be comfortable independently seeking out, evaluating, and defending support for technology solutions to apply to specific problems or needs. *Location: San Francisco, CA.*
Contact: A. Block, Fax: 415-442-1891, Phone: 415-975-2640, Email: adam_block@pcworld.com

**Associate Editor JavaWorld (Web Publishing)**
Web Publishing Inc. seeks an Associate Editor for JavaWorld, an online magazine serving the technical Java developer community. Position requires 3-4 years of experience in computer journalism and familiarity with Java technology, products, and market. Must be able to develop and maintain effective relations with authors, as well as act as a magazine representative at trade shows, press conferences, and other industry events. Candidates should exhibit creativity, self-motivation, attention to detail and accuracy, and a desire to keep up with new technologies in an ever-changing industry. Should have experience working on an editorial team, and excellent writing, analytical, and journalistic skills. Programming and/or reporting experience a plus. *Location: San Francisco, CA*
Contact: M. O'Connell, Fax: 415-267-1732, Phone: 415-267-1710, Email: michael@wpi.com

**Associate Editor (WPI) (Web Publishing)**
Web Publishing Inc. in San Francisco is seeking a hard-working, talented Associate Editor for a new online publication focused on Windows NT. Candidates should have strong writing and editing skills, computer journalism experience, knowledge of business-computing issues, and an interest in technology. Creativity, self-motivation, willingness to keep up with new technologies, and ability to insure accuracy of technical details are also required. Diplomacy and negotiating skills, as well as the ability to work well with a fun group of people, is a plus. *Location: San Francisco, CA*
Contact: T. Young, Fax: 415-267-1732, Phone: 415-267-1736, Email: tom@wpi.com

**Deputy Webmaster (Web Publishing)**
Web Publishing Inc. seeks a Deputy Webmaster to help maintain its online magazines and provide backup systems administration support. Job requires the ability to craft clever Perl and shell scripts, with additional bonus points for the ability to write in programming languages such as Java and C, prior experience doing UNIX systems administration, creativity, self motivation and the ability to work well with others. *Location: San Francisco, CA*
Contact: S. Henry-Stocker, Fax: 415-267-1732, Phone: 415-974-7313, Email: sandra@wpi.com

***The weekly Job Opportunities update is produced by the Corporate Human Resources Department in Framingham, MA. If you have questions or would like to post a job, please contact Jessica Luacaw at 508-935-4355. Thank You!***

# McGovern Marks 60 Successful Sojourns

## Government officials, industry executives join IDG chairman at dinner celebrating IDG's contributions to China

神州之旅 - 60
—— 麦戈文先生第六
方华晚宴

**IDG CHAIRMAN PAT McGOVERN** *addresses his dinner guests. Among those at the head table are (L-R)* ***Hugo Shong****, managing director, IDG Asia Business Development; Deng Nan, vice minister of the Ministry of Science and Technology; McGovern; and (not pictured) Zou Zuyie, chairman, Beijing Science and Technology Commission.*

IDG China and the Chinese government hosted a dinner last month in honor of **Pat McGovern**'s 60th trip to China. More than 80 government officials and representatives from Novell, IBM, Intel, Microsoft, Computer Associates, Cisco Systems and other IT companies attended the event.

During his remarks, McGovern recalled that before he went to China in 1980, people told him doing business there was difficult and it would take a long time to get things done. In his inimitable style, McGovern had a joint venture agreement after two days of negotiation.

"People thought I was a dummy back then, but the decision to get into China early proved to be the smartest decision I've ever made in my career," McGovern said to appreciative laughter. 🖳

## FAST FACTS ABOUT IDG IN CHINA

- **First entered Chinese market: 1980**
- **With a combined readership of 18 million, IDG's computer titles in China have a wider audience than China's major newspaper, the *People's Daily* (readership 3 million).**
- **IDG revenues in China in FY98: $92 million**
- **China is IDG's second largest publishing market (in terms of ad and subscription revenue), behind the U.S.**
- **IDG's 18 computer titles in China are:**

***China InfoWorld***
***China Computer Users***
***Software World***
***China Computerworld***
***PC World China Weekly***
***Computer & Communication***
***CEO & CIO China***
***China Internet Times***
***Electronic and Computer Design World***
***Telecom World***
***China Telecom World***
***Electronic Products China***
***Electronics Weekly***
***Software Weekly***
***Popular Computer Week***
***Game Software***
***Popsoft***
***Software***

## CHINA INVESTMENT

*continued from page 1*

firm, Pacific Technology Ventures-China (PTV-China), to identify co-investment opportunities in China.

PTV-China was established in 1992 to provide capital and technical, marketing and management know-how to Chinese entrepreneurs. PTV-China was the first U.S. venture capital fund targeted exclusively for investments in the PRC. To date, PTV-China has made 45 investments in high-technology companies. Prior to this signing, PTV had $100 million under managment. For more information, go to http://www.ptvchina.com.

"We envision potentially great opportunities, as China is taking advantage of the shift toward a technology economy," McGovern said at the signing ceremony in Beijing.

The following day, McGovern met with President Jiang, who expressed his appreciation for his recent pledge.

During their discussion, the two talked about China's capital markets, which are closely controlled by state authorities. McGovern outlined some of the issues that need to be addressed so that venture capitalists will be willing to invest in China, such as improved tax laws and open capital markets, tax breaks for research and development, lower taxes on small companies and lower or deferred capital gains taxes.

**CHINESE OFFICIALS APPLAUD IDG** *Chairman* ***Pat McGovern*** *at the venture fund signing ceremony last month.*

McGovern said Jiang acknowledged that changes are needed and are being addressed. "We hope that within three years there will be a liquid capital market open to young, high-technology companies," McGovern told Dow Jones Newswires. "Obviously President Jiang didn't make a specific commitment, but he sets the overall vision and indicated that such a timeframe was realistic."

IDG's presence in China began in 1980 when McGovern signed the first U.S-Sino joint venture agreement. That arrangement spawned *China Computerworld* six months later. 🖳

## NOTEWORTHY

### PROMOTIONS

IDC U.K.'s **Fiona Macrae** has been promoted from salesperson, a position she held for a mere 16 months after having been an analyst, to senior account manager. In those 16 months, "she has demonstrated tremendous sales acumen and client handling skills," said Sales Director **Lucy Chaudhuri**. "She achieved an outstanding 146% of her target last year and 176% of her international target. Especially pleasing to me, I have personally received some very complimentary feedback from many of Fiona's clients."

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*InfoWorld* Senior Account Manager **Bethany Ritchey** has been promoted to Eastern regional manager. Bethany was the second employee at *IW*'s Enterprise Careers Advertising department and "was a key player in the launch of the Enterprise Careers Section," said Sales Director **Janis Crowley**. "Bethany was responsible for developing the customer/prospect database, which currently consists of over 9,000 contacts, and she also contributed to the creation of the Enterprise Careers Media Kit and direct-mail campaigns."

**Dee Smith** rises from account manager to senior account manager/Western region. "Although she did not have a sales background, Dee hit the ground running, securing recruitment advertising from major corporations in the West, including Microsoft, Boeing, Airborne Express, Disney, Hewlett-Packard, Bank of America, and Cisco," Crowley said. "Dee is also responsible for selling the first recruitment advertising 'flap' ad to HP."

Sales Associate **Andrea Denny** is now account manager/Eastern region. Crowley noted that "Andrea joined *InfoWorld* fresh out of college, and although she did not have sales experience, Andrea has become a top-notch sales professional and contributed greatly to the Eastern region in FY98. Andrea has had the added challenge of working on a territory that has a three-hour time difference; this certainly does not deter Andrea, as you'll find her selling up a storm out of her San Mateo, Calif., office at 7:00 a.m. Pacific Time."

### NEW EMPLOYEES

**Stacy Hague** joins *CIO*'s editorial department as an administrative assistant. She is a 1998 graduate of Hempstead, N.Y.'s Hofstra University, where she earned a B.A. in humanities. She also completed a year as a visiting student at Oxford University and has worked in environments ranging from offices to an Outward Bound catering department.

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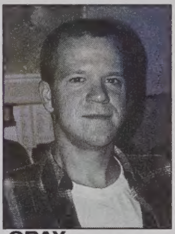
GRAY

IDG WORLD UPDATE

**Doug Gray** has signed on as a copy editor for the IDG New Service. Last year, after earning a B.S. in journalism from Emerson College in Boston, Doug ventured to Las Vegas for six months and worked as a waiter at Caesar's Palace. Now back in the less glitzy confines of New England, Doug occupies his free time with creative writing in hopes of becoming a published author.

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BERTAGGIA

IDC Europe has hired **Nadia Bertaggia** as European Human Resources Director. She is a seasoned HR professional, having worked at Olivetti for the last 13 years. She has an M.S. in economics and a B.S. in occupational psychology from the University of London, not to mention an English-proficiency certificate from the University of Cambridge. She also speaks fluent Italian and conversational French.

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DUNNE

Previously an account executive at CAP Ventures, **Kevin Dunne** is now a senior account executive with IDC's Growth group, covering the financial and industrial segments of the market. He earned a B.A. in economics from St. Anselm College in Manchester, N.H., and an M.B.A. from Boston's Suffolk University.

Senior Account Executive **Terrie-Dawn "T.D." Clark** comes to IDC from *Telecommunications* magazine, where she was in telecom sales. Outside the Irvine, Calif., office she volunteers her time for blood drives, convalescent homes and church work.

### TRANSFERS

With more than four year's experience with IDG and IDC, **Rhonda Veloni** joins IDC West's Strategic Accounts Hardware team, coming over from the Growth Accounts group. She will take on the newly created role of an inside sales representative, focusing on account management, renewing and upgrading a variety of Category 2 accounts. Her responsibilities will be split between CIS business, report sales and consulting.

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OHLSON

IDG WORLD UPDATE

**Kathleen Ohlson**, copy editor for the IDG News Service in Boston since 1996, is working in Framingham, Mass., as a reporter for Computerworld Online. She earned a B.A. in English with a minor in communications from Framingham State College.

### ETCETERA

Employees at *Network World* wished Simeon Hinova (seated, second from left) goodbye and good luck at a farewell luncheon last month. Simeon, son of **Tatiana Hinova**, managing director of IDG's Bulgarian partner, IDG Technika Communications Co., spent three months as an intern at *Network World* working on various assignments in several departments. Simeon returns to Bulgaria to continue his studies in international business relations at Sofia University.

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**ELEVEN YEARS**
Karin Lorenz - Computerworld
Yolanda Gee - IDG

**TEN YEARS**
Denise Perreault - CIO

**NINE YEARS**
Donna Cahill - IDG

**EIGHT YEARS**
Connie Brown - Computerworld
Susan Woodworth - CIO
Paul Smith - InfoWorld

**SEVEN YEARS**
Patrick Gorman - IDC
Karen Weiss - Publish
Irene Ford - IDC U.K.

**SIX YEARS**
Kathy Skaggs - IDG Games Media Group
Mary Leiphart - FCW Gov't. Tech. Group

**FIVE YEARS**
Hilary Green - InfoWorld
Henrik Petersen - IDG Denmark

**FOUR YEARS**
Seana Dowling-Guyer - IDC
Karen Williams - PC Advisor
Stacy Collins - IDG Books

**THREE YEARS**
Steve Gray - PC World
Jana Susilova - IDG Czechoslovakia
Gillian Robertson - Macworld U.K.
Stephen Noetzel - IDG Books

**TWO YEARS**
Andrea Banko - IDG Germany
Yuliya Korentsvit - PC World
Denny Arar - PC World
Makoto Obuchi - IDG Japan
Michael deOliveira - IDG Books
Darren Meiss - IDG Books
Diana Scarbrough - IDG Books

**ONE YEAR**
Sharon Tao - IDC Beijing
Laurie Ann Pasmooij - IDC
Kathleen Tynan - CIO
Heiko Häusler - IDG Germany
Ralf Royer - IDG Austria
Guy Dixon - PC Advisor
Kathleen Dobie - IDG Books
Paula Lowell - IDG Books
Wendy Hatch - IDG Books
Colleen Dowling - IDG Books
Barri Singer - IDG Books

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# IMS Staff Carves Out Quite a Reputation for Itself

Creativity at IDG grows like, well, pumpkins on the vine. Two years ago a group of IDG Marketing Services staffers captured third prize in a pumpkin carving contest sponsored by the property management organization of San Francisco's Transamerica Building Complex (see "Smashing Pumpkin," *IDG World Update*, Dec. 2, 1996). Facing a pumpkin field of 50 entrants, they did it again this year, with a seed of an idea from Sesame Street's Bert and Ernie.

According to IMS's **Tina Templin**, executive assistant to Vice President **Peter Horan**, the original Bert and Ernie theme came from IMS' International Advertising Assistant **Kathleen O'Reilly** who "saw" Bert and Ernie in the pumpkins as soon as she laid eyes on them. In his absence, Templin donated Horan's office as the pumpkin patch, and the creative team went to work.

"Although this was a collaborative effort," Templin said, "the actual wind behind the sails was [Sales Assistant] **Jessica Semmel**. She painted, cut and pasted and generally put the entire thing together. Co-workers ran errands, chipped in ideas, props and energy."

VOLKER HEISTERMANN

**'BERT AND ERNIE' POSE WITH THEIR IMS CREATORS (STANDING, L-R): JENNIFER *Jordan*, *Shawn LoCascio* and *Jessica Semmel*.** ***Front row:*** ***Chip Facka*, *Kathleen O'Reilly* and *Cynthia Lemus*.**

"Actually, it was very collaborative," Semmel said. "Many people did different things — noses, eyes, hair. We really did it for Tina, who was so excited by it."

In less than a day, the IMS team had created Bert and Ernie splashing in a tub of bubbles (bubble wrap, actually), complete with a rubber ducky and the Sesame Street singers warbling "Rubber Ducky" in the background. The prize? A party at Chevy's, a popular Mexican restaurant for the entire IMS office of 35. Which is a lot of pumpkin margaritas.

## CELEBRATING 10

# Kevin Burns

**HOME:** Hudson, Massachusetts

**JOINED IDG:** Feb. 15, 1988, as the second shift computer operator in IDG's Information Services. Eventually moved to first shift. I held various other titles such as operations analyst and systems manager.

**CURRENT JOB:** Senior Technology Manager. I manage the operation's staff. Our primary role involves keeping the technology — all the hardware and software used to run the financial systems — current.

**MOST CHALLENGING PART OF YOUR JOB:** Knowing what technology we need to run our computer systems two years ahead of time and then developing our technical skills along the way in order to accomplish those goals.

**BEST PART OF YOUR JOB:** There are always a hundred or more things going on at the same time. Trying to coordinate and prioritize tasks is something I love to do.

**MOST MEMORABLE THING THAT'S EVER HAPPENED TO YOU AT WORK?** I was on second shift and it was 11:00 p.m. I was leaving to go home and could not find my car keys. I looked everywhere with no luck. Finally I found the keys two hours later at the bottom of a nearly full dumpster.

**WHAT'S KEPT YOU AT IDG FOR 10 YEARS?** There is always work to do, it never ends. I never had time to think about leaving. Now that I've thought about it, I've decided I like it here.

**OUTSIDE INTERESTS:** I love landscape design, building stonewalls and home repair. I also enjoy riding my motorcycle, skiing, golf, watching home improvement shows and dining out.

RITZ-CARLTON

**IDG CHAIRMAN PAT McGOVERN ESCORTS IDG'S KEVIN BURNS** *to dinner at the Ritz-Carlton in honor of his 10 years with the company.*

**WHAT ACCOMPLISHMENT AT WORK ARE YOU MOST PROUD OF?** I am proud of my staff. Over the course of several years we have developed into a team rich in technical and customer service skills.

**LAST GOOD DEED?** I helped a 6th grade student with a science project and helped to fix a leaky roof for an elderly person.

**ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WAS ON FIRE?** Pepper, my dog.

**FAVORITE VACATION SPOT?** Any ski resort in Colorado or Utah.

**MANAGER'S PROFILE:** "Kevin has grown our operations from an environment with one server and a few un-networked PCs, to an environment with over 15 servers, 150 PCs and more technology than we dreamed about 10 years ago. Our publications write about the serious issue of IS staff not being able to make the transition to new technologies. Kevin has never had a problem with learning and trying new things and has kept a very positive attitude through all the change."

*— **Nancy Newkirk**, director of Information Services, IDG*

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries. IDG also produces 168 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The *IDG World Update* staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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IN SAN FRANCISCO
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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

# Romanian Partner Launches Monthly Publication for Channel Market

The newest addition to IDG's global lineup of channel publications hails from Romania, where IDG Managing Director **Mihaela Gorodcov** and her staff have established a firm foothold as the No. 1 publisher of IT-related materials. *busine$$IT Romania* debuted Sept. 29 at the Ifabo '98 trade fair in Bucharest.

busine$$ IT
DOCS '98
Generatia

The new monthly, which targets wholesalers, resellers, value-added resellers, dealers and systems integrators, will initially appear as a supplement to weekly *Computerworld Romania*. It will be inserted in the third issue of each month. According to **Anca Crahmaliuc**, news editor, the staff hopes that customer demand will allow the company to produce *busine$$IT Romania* as a stand-alone publication in 1999.

The initial circulation is 10,000, and the target audience includes not just channel professionals and IT decision

• CONTINUED PAGE 2 •

# One for the Books!

## Capped by July's IPO, FY98 proved a most amibitious year for the dedicated staff of IDG Books Worldwide

...FOR DUMMIES
The world's bestselling computer how-to books
IDG BOOKS
...a Dummy to ...ighten it out!

**RIDING HIGH.** *(L-R): IDG Books CEO* ***John Kilcullen****, President* ***Steve Berkowitz****, IDG President* ***Kelly Conlin*** *and Chairman* ***Pat McGovern*** *pose in front of a custom ...For Dummies taxi cab in London, part of the company's year-long promotion to build brand awareness and mark seven years of success in the U.K. IDG Books cracked the list of the Top 10 non-fiction publishers in the U.K. for the second quarter of 1998. Set apart from its mostly black competition, the bright yellow cab will no doubt attract attention. And the driver is clearly an astute businessman — "He kept the meter running during the entire photo shoot!" noted Berkowitz.*

Fiscal '98 was quite a year for the 428 employees of IDG Books Worldwide. In a year highlighted by becoming the first company in IDG's 34-year history to go public, the staff nevertheless managed to rack up an impressive list of additional accomplishments:

- Delivering the best financial performance of the company's 8 1/2 year history.
- The release of 342 new titles.
- Acquiring and integrating two publishing lists: MIS: Press and M & T

• CONTINUED PAGE 4 •

**IN BRIEF**

# IDG Expos Draw IT Professionals in Beijing, Shanghai

**CONTRIBUTORS TO CHINA COMPUTERWORLD EXPO STAND** *beneath the show's logo. (L-R) A member of China's trade show administration;* ***Guo Linxia****, administrative manager, China Computerworld;* ***Ji Moyuan****, general manager, China Computerworld Expo,* ***Qin Chao****, marketing manager, China Computerworld Expo; and* ***Hugo Shong****, managing director, IDG Asia Business Development. China CW's expo staff succeeded in their marketing efforts to draw the most highly qualified attendance in the show's six-year history.*

*Even though attendee numbers were one-third that of previous years, when a large number of government officials visited the show, exhibitors were enthusiastic about the caliber of visitors last month. China Computerworld Expo attracted 48,000 IT professionals and 153 exhibitors to Beijing. More than 900 standard booths were sold, well above last year's 666 standard booths.*

Electronic commerce, network management, Web marketing and Internet/intranet issues are hot topics for the IT community in Shanghai, China's most populous city. That high level of interest was evident at the second ComNet/ICE Shanghai expo and conference Oct. 19-22.

Organized by IDG World Expo/Asia, the China Computer Federation and the Shanghai Computer Society, in cooperation with the Association of Computer Machinery, the event attracted 40,000 visitors and 80 exhibitors.

Show highlights included an e-mail center sponsored by Novell and the first Internet shopping mall in Shanghai, sponsored by YiXiang Online-shopping.

The conference portion included more than 35 sessions on network security, Web advertising, online payment and other electronic commerce issues.

ICE
COMNET/ICE
1998年10月19日
协助单位
美国计算机学会
有限公司
ICE

**IDG WORLD EXPO/ASIA** *Managing Director* ***Gary Fung*** *welcomed ComNet/ICE conference attendees.*

## IDG Romania's Gorodcov Gets National Exposure

*InReview*, a popular English-language business publication in Romania, featured a profile of IDG Romania Managing Director **Mihaela Gorodcov** in its October issue.

The article points out that her "career has been a battle against prejudices and old mentalities. Her position as the manager for the Romanian branch of the worldwide IT publishing company — IDG — puts a heavy burden on her shoulders." But, it claims, "she wouldn't have it any other way."

Gorodcov, who has been associated with IDG for six years, has helped guide her company into the leading IT publisher in the Romanian market.

The full text of the article is available on *IDG World Update Online* on Lotus Notes or on the Web at http://www.idgworldupdate.com.

**BUSINE$$IT**

*continued from page 1*

makers, but "ordinary buyers who will learn more about the key players in the channel market and where they can turn for purchasing options," said Crahmaliuc.

The staff of IDG Romania, which has had a relationship with IDG since becoming a licensee in 1992 (in early 1997 a joint-venture relationship was established), used the Ifabo show to unveil a new look for *Computerworld Romania* as well. The paper now sports a new design, enhanced paper quality and more pages.

*busine$$IT Romania* joins the company's other offerings which include *Computerworld*, *PC World* and *Telecom Romania*, all of which are available on the company's Web site at http://www.idg.ro.

*For more information, contact Anca Crahmaliuc at anca@idg.ro.*

### DID YOU KNOW?

**Romania has a population of some 23 million. Its installed PC base is approximately 300,000 units. Acccording to IDC, in 1997, 60,000 PCs were sold in Romania worth an estimated US$80 million. IDC puts the annual growth rate of Romania's IT industry at 13%.**

# ON LINE

**YORK VON HEIMBURG**

*The managing director of IDG Magazine Verlag and IDG Entertainment Verlag is this week's guest columnist.*

### IDG MAGAZINE VERLAG AND IDG ENTERTAINMENT VERLAG AT-A-GLANCE

**Location:** Munich

**Number of employees:**
IDG Magazine Verlag: 90
IDG Entertainment Verlag: 21

**Magazines:**
IDG Magazine: *PC-Welt* (launched 1983), *Macwelt* (launched 1990).
IDG Entertainment Verlag: *GameStar* (launched 1997).
All have online components (see http://www.idgcom.de).

**Expos:**
Macworld & Publishing Expo
DigiMedia (beginning in 1999)

**Latest accomplishments:**
1) *PC-Welt*'s long-held No. 1 position of all monthly PC magazines in Germany was reaffirmed recently, as the 15th anniversary issue (October) sold more than 450,000 copies.

2) *Macwelt* is still No. 1 of all Mac magazines in Germany (32% in sold circulation above the next competitor, *MACup*).

3) *GameStar* has been in the No. 2 market position from the start, both in sold circulation as well as ad pages. Sold circulation in October was more than 250,000 copies.

**Q Please provide an overview of the IT publishing environment in Germany.**

A In Germany we have one of the most complex markets in the IT publishing business. More than 200 different titles are fighting each other at the newsstand. *Computer-Bild* is No. 1 in sold circulation with over 800,000 sold copies twice a month. However, its audience is broader than *PC-Welt*'s and on a lower level overall. The IT content is oriented to beginners, and there is additional editorial on telecommunications, video, games, etc. Second position is held by *PC-Welt* with over 370,000 sold copies. Then a very good IT technical magazine, *C't,* follows with a sold circulation of 333,000 copies twice a month. These three publications together have a market share of about 54%. *PC-Welt* is the most sold monthly PC magazine in Germany and Europe.

**How is *Macwelt* doing? Is Apple's recent turnaround helping the publication?**

*Macwelt* is doing quite well, although we had a tough FY98. In terms of sold circulation we are about 32% ahead of the nearest competitor *MACup* (55,000 copies per month average). The ad market shows the same situation. The economic issue is that for years *Macwelt* had flat revenue and slowly increasing expenses. That meant a decrease in profit margin in FY97 and FY98. To return to higher profits we had to cut expenses and lay off four people. Now we are optimistic that we'll be able to increase the profit margin.

**You recently won an IDG Chairman's Award for the highest subscription renewal rate (*PC-Welt*), and your other two titles also have subscription rates in the 90% range. What's your secret?**

In Germany the subscription continues until the reader cancels. This certainly helps the brilliant renewal rate! On the other side we are doing everything to hold the subscribers: 1) We have an extra newsletter just for subscribers (16 pages) that addresses the needs of the more professional readers. 2) We are doing a lot of telemarketing to regain subscribers. 3) We are conducting a lot of research in order to find out readers' needs and interests. The findings are transformed into our magazines' contents, layout, etc. Therefore one of our biggest advantages is being so very close to the readers' needs, and this advantage transforms itself into good renewal rates.

**You share an office building with Computerwoche Verlag. Does your company share resources?**

We share central services such as finance, human resources, IT department, general administration and the treasury function.

**Macworld Expo/Düsseldorf has been a very successful event for you. Are you planning to get involved in any other conferences or expos?**

Next year we will cooperate with the Düsseldorf fair to do a new event called "DigiMedia," where we will bring in our Macworld & Publishing Expo as part of the larger DigiMedia event. Düsseldorf is the showground for "Imprinta" and "Drupa," the world's largest show for printers. These shows happen every three to five years. The developments in media, communications and marketing are getting increasingly fast and dynamic. These industries urgently seek a yearly event. Due to the very close overlap with Macworld & Publishing Expo's target group, we decided to cooperate and create a common yearly event.

**What is the ad panel you've created to evaluate the effectiveness of advertisers' ads?**

We send a questionnaire every month to 200 subscribers of *PC-Welt* that asks their opinion of every full-page display ad. We have 10 interesting questions that give the industry useful information about their ads. A lot of companies use these results to create new ad campaigns. Every November we organize a big presentation of the best ads of the year (the best IT ad, the best designed ad, the most useful, and so on) where we have hundreds of customers and agency representatives in attendance.

## IDG BOOKS

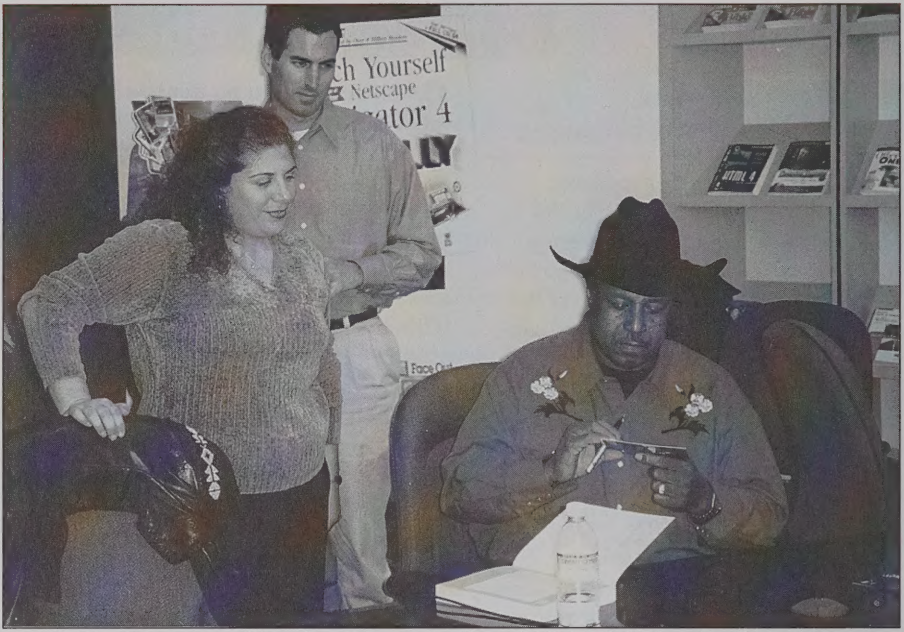
*continued from page 1*

Books in New York.

- Achieving the milestone of 50 million Dummies books in print.
- Sustained, outstanding performance on the *Publishers Weekly* bestseller list.

There were also the introduction of Board Games For Dummies board games (Trivia For Dummies, Scrabble For Dummies and Crosswords For Dummies) and lots of high-profile press (ranging from a *People* magazine profile in February to a "pop culture" story in *Time* magazine in October) and even a museum exhibit in New York (Museum of American Financial History) to keep things interesting.

"It's been an incredibly exciting year for all of us," noted IDG Books President **Steve Berkowitz**. "Exhausting, but exciting! And the real heroes of this story are the people of IDG Books — our incredibly dedicated, creative and patient employees who make, market, sell, ship and deliver our products. They are the people who deliver the results, who keep this place moving and who should be very proud of what they have accomplished," Berkowitz said.



**IDG BOOKS UNPLUGGED.** *Blues legend — and author of IDG Books' Blues For Dummies — Lonnie Brooks' tour bus made a brief stop at IDG Books' Foster City, Calif., office last week to sign autographs for the staff and belt out a few songs. ("I can't sing soft," he said.) He dedicated "Hootchie-Cootchie Man" to President Clinton and afterward spoke about how he got started playing the blues. Needless to say, it was because of a woman. (A word to the wise: If he asks you to play pool, don't.)*

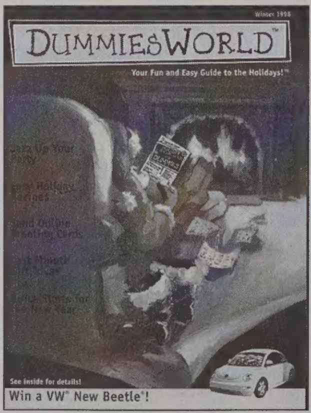
Despite the pressures and challenges involved in readying for IDG Books' IPO in July, the company logged another record-breaking financial performance. Net revenues were up 17.3% from

• CONTINUED ON NEXT PAGE •

## DUMMIESWORLD OFFERS HOLIDAY TIPS

**Dummies in 11 major U.S. media markets will find a host of helpful holiday hints in an early December issue of their local newspaper, courtesy of IDG Books. *DummiesWorld*, a 16-page magazine-style insert, contains an array of useful tips culled from numerous titles in the *...For Dummies®* series.**

**Readers will get advice on everything from how to be a terrific guest ("stay a reasonable time after dinner but leave before you get asked to sleep over") to four easy steps to buying a perfect bottle of wine and two herbal remedies for hangovers in case you do! In Holiday Health Survival Tips, Dr. James Dillard, author of *Alternative Medicine For Dummies,* offers six tips for staying healthy during the holidays and America's top chefs share four festive recipes taken from the pages of *Cooking For Dummies*. There is also a coupon good for $5.00 off the purchase of two Dummies books and a chance to enter a drawing for a brand-new yellow (what else?) Volkswagen Beetle (just guess how many Dummies books fit inside — note, the correct answer is not necessary but unfortunately for all of us, this contest is not open to IDG employees).**



**The insert will appear in the Friday, Dec. 4 edition of the *San Francisco Chronicle/ Examiner* and the *Seattle Post-Intelligencer/ Times*. It will also appear in the Sunday, Dec. 4 editions of the *Atlanta Constitution/Journal*, *The Boston Globe*, *The Chicago Tribune*, *The Dallas Morning News*, *The Detroit Free Press/ News*, *The Los Angeles Times*, *New York Daily News*, *The San Jose Mercury News* and *The Washington Post*. The total newspaper circulation is 1.1 million.**

**Liza Algar, manager of the channel and product marketing group, conceived the idea of *DummiesWorld*. "We wanted to increase sales during our busiest retail season," she said. "*DummiesWorld* gives consumers a generous taste of the fun and easy *...For Dummies* approach with helpful holiday tips, recipies and advice from a variety of our titles." Algar was the *DummiesWorld* project manager, leading a team of marketing, public relations and editorial employees who put the piece together while continuing to do their "day jobs."**

IDG

# *Job Opportunities - November 23, 1998*

**Advertising Sales Associate (CIO)**
CIO is looking for a high-energy individual to provide sales support to the San Francisco, CA sales office. Responsibilities include: customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders. You will also be responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and rfp's. Ideal candidates will have a customer service orientation, strong writing skills, PC computer experience, familiarity with Microsoft Word, Excel, PowerPoint, and a minimum of 2-3 years business experience.
*Location: San Francisco, CA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

**Fulfillment Assistant, Executive Programs (CIO)**
CIO's Executive Programs department is looking for a Fulfillment Assistant to join its conference fulfillment team. Responsibilities will include heavy data entry, hot-line phone support, correspondence, monthly reporting, and general administrative duties as needed. The ideal candidate will be energetic and detail-oriented. Some travel possible. Filemaker Pro preferred. *Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

**User Services Specialist (CIO)**
CIO is seeking a highly motivated and enthusiastic User Services Specialist to join its Information Services department. In this position you will assist with the deployment and administration of enterprise-wide technologies and services. You will identify and work to resolve application and systems problems. Ideal candidates will possess BA/BS in computer science or related field and 3+years PC and Mac support. Experience supporting Windows 95 Apple OS, ccMail, MS Office, Lotus Notes and remote communication technologies is a plus. Candidate must possess excellent communication skills as well as a customer service approach in the workplace. *Location: Framingham, MA*
Contact: B. Senges, Fax: 508-935-4600, Phone: 508-935-4192, Email: beth_senges@idg.com

**Research Analyst, Latin America Printer Quarterly (IDC)**
IDC is seeking a Research Analyst who will be responsible for quarterly and annual printer research in IDC's Latin America Group. Individual must be highly skilled with spreadsheets and macros. At least 1-2 years experience in IT industry working with spreadsheets preferred. Spanish or Portuguese fluency helpful. Position will report to Latin America Peripherals research manager. Position based in Mt. View, California or Miami, Florida.
*Location: Mountain View, CA or Miami, FL*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

**Research Manager, PC Pricing (IDC)**
IDC's PC Pricing Program is looking for a Research Manager of its US pricing products. The candidate will serve as both project manager for custom consulting work and operations manager for the program's extensive pricing and specifications database. Management skills are required as this person will manage a staff of 2 PC Pricing Analysts. An understanding of the PC market is needed, particularly experience related to PC acquisition. Solid quantitative skills are required, including the ability to manipulate and model data using spreadsheets and/or other database tools. Programming experience is preferred (but not required); with Lotus Notes/Domino skills the most relevant. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idc.com

**Research Manager/Director Java Tools (IDC)**
IDC's Application Development Tools program is looking for a seasoned professional to drive market research and consulting for Java and Internet centric development tools. The focus of this position is market research in the markets where Java is a central focus such as application development tools, embedded systems, and database engines. Outstanding skills in data analysis, communication, public speaking, and project management are required. Significant experience in systems design/analysis along with programming in C/C++ and the development of client/server, Java, and/or internet applications also required. An advanced degree in business, economics, marketing, or computer science is strongly desired. Responsibilities include driving primary market research, performing stochastic and empirical analysis, writing research reports and bulletins, and expanding the scope of our custom consulting business. 10-20 years experience in application development requested with direct experience working for a development tools vendor desirable. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4610, Phone: 508-935-4302, Email: idc_jobs@idc.com

**Research Manager/Director of Internet Tools (IDC)**
IDC's Application Development Tools program is looking for a seasoned professional to drive market research and consulting for Internet centric development tools. This focus of this position is market research to study the market for browsers, web site design tools, Internet RAD tools, Web Object Management, and tools to support e-business initiatives. Outstanding skills in data analysis, communication, public speaking, and project management are required. Significant experience in systems design/analysis along with programming in C/C++ and the development of client/server, Java, and/or internet applications also required. An advanced degree in business, economics, marketing, or computer science is strongly desired. Responsibilities include driving primary market research, performing stochastic and empirical analysis, writing research reports and bulletins, and expanding the scope of our custom consulting business. 10-20 years experience in application development requested with direct experience working for a development tools vendor desirable. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4610, Phone: 508-935-4302, Email: idc_jobs@idc.com

**Accounting Clerk (IDG Games Media Group)**
Responsibilities include processing accounts payable, accounts receivable, and various other duties. The ability to work well under deadlines, handle multiple tasks, be organized, and detail-oriented is a priority. Speed, accuracy, good oral and written communication skills are essential. A basic understanding of debits and credits, as well as spreadsheet experience is necessary. Associate Degree, one year of accounting experience or college level accounting classes preferred. *Location: San Francisco, CA*
Contact: L. Ching, Fax: 415-546-5225, Phone: 415-978-2221, Email: lching@gamepro.com

**Senior Web Systems Programmer (IDG.net)**
IDG.net is currently looking for a Sr. Programmer with 5+ years of network programming experience. Ideal candidate must be fluent in C, C++, Visual Basic, Perl, SQI, and CGI in all these languages. Familiarity with MSQL, ASP pages, and Oracle database construction a must. Responsibilities include Linux, NT, Sun administration, and network programming for the Web site. DHTML/Javascript skills are a plus. The selected candidate will find themselves in a fast-paced, project and deadline-oriented environment where many projects are of short duration. They will exhibit strong planning, multi-tasking, and problem-solving abilities, must be able to work both independently and with other members of the technical staff.
*Location: San Francisco, CA*
Contact: W. Kessler, Fax: 415-267-4558, Phone: 415-267-4536, Email: will_kessler@idg.com

**Executive Editor (IDG/B)**
The ideal candidate oversee all acquisition, research development, editorial, productions, sales and marketing activities pertinent to relevant product. *Location: Indianapolis, IN*
Contact: S. Hopson, Fax: 317-596-5240, Phone: 317-596-5222, Email: injob@idgbook.com

**New Product Development Editor (3 openings) (IDG/B)**
Responsibilities include research, collect, proofread, and analyze data, compile regular reports on research findings, edit and proofread written material, hire and manage outside consultants and vendors, maintain and meet project schedules and deadlines, and regularly present findings/reports to small and large groups. Be able to work in unstructured environment, be creative and a team player. *Location: Indianapolis, IN*
Contact: S. Hopson, Fax: 317-596-5240, Phone: 317-596-5222, Email: injobs@idgbooks.com

**Proofreader (IDG/B)**
Proof composite page proofs for spelling, grammar and style issues, finalize proofs to prepare for shipment, act as a backup for reprint or blueprint coordination, interface with Internal project coordination, editorial and production staff, produce high level of work with minimal errors, and work within a team environment. Degree in English or Journalism is preferred, knowledge of Page Maker, File Maker Pro, and Excel is a plus. *Location: Indianapolis, IN*
Contact: S. Hopson, Fax: 317-596-5240, Phone: 317-596-5222, Email: injobs@idgbook.com

**Computer Operator (IDG/B)**
Process daily, weekly, and monthly reports, balance data and report distribution, responsible for daily backups, and maintaining computer logon security. Degree preferred and previous operations experience or 2-3 years and excellent communication skills.
*Location: Indianapolis, IN*
Contact: S. Hopson, Fax: 317-596-5240, Phone: 317-596-5222, Email: injobs@idgbook.com

**Purchasing Agent (IDG/B)**
Order placing, shopping/product researching, cost analysis, administrative/clerical, problem solving, follow-up, departmental planning and analysis, negotiating, and subordinate management. Associates degree in Business Management or a financial discipline required.
*Location: Indianapolis, IN*
Contact: S. Hopson, Fax: 317-596-5240, Phone: 317-596-5222, Email: injobs@idgbook.com

**Programmer/Analyst (IDG/B)**
Analyze, design, write code, document, and implement modifications and enhancements to existing transaction processing systems. College degree in Computer Science or related field preferred. 2/3 years PICK/Basic experience required. *Location: Indianapolis, IN*
Contact: S. Hopson, Fax: 317-596-5240, Phone: 317-596-5222, Email: injobs@idgbook.com

**Account Manager, JavaWorld (WPI) (Web Publishing Inc.)**
Web Publishing Inc. is looking for an on-line account manager with at least three years advertising and/or interactive media sales experience to sell advertising on JavaWorld, the leading on-line magazine serving the technical Java developer community. Candidate should have a general familiarity with the Internet, ideally with knowledge of the Java marketplace, be a team player, and have excellent negotiation and communication skills.
*Location: San Francisco, CA or possible East Coast*
Contact: E. Ramirez, Fax: 415-267-4570, Phone: 415-267-1744, Email: ed@wpi.com

**Sales Assistant (NWW)**
This rapidly growing Professional Development Group of Network World is seeking a Sales assistant to provide support for the Sales Manager/Strategic Partnerships and the Sr. Vice president of Business Development. Responsibilities for this position include providing superior customer service to our corporate seminar sponsors; preparing sales proposals and administrative support. The ideal candidate should be well organized, detail-oriented and have excellent written and verbal communication skills. Some travel required. *Location: Framingham, MA*
Contact: M. Brunaccini, Fax: 508-820-3340, Phone: 508-820-7470, Email: *hotjobs@nww.com*

***The weekly Job Opportunities update is produced by the Corporate Human Resources Department in Framingham, MA. If you have questions or would like to post a job, please contact Jessica Luacaw at 508-935-4355. Thank You!***

| BU | Category | Title | Location | Contact | Phone# | Fax# |
|---|---|---|---|---|---|---|
| CHSG | Admin | Administrative Assistant | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| CHSG | Systems | IS Manager | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| CHSG | Systems | Systems Administrator | Framingham, MA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| CIO | Ad Sales | Account Executive | San Francisco, CA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Ad Sales | Advertising Sales Associate | San Francisco, CA | B. Senges | P: 508-935-4192 | F: 508-935-4600 |
| CIO | Bus Dev | Web Program Manager | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Edit | Copy Editor | Framingham, MA | B.Senges | P: 508-935-4600 | F: 508-935-4192 |
| CIO | Exec Progs | Fulfillment Assistant, Executive Programs | Framingham, MA | B. Senges | P: 508-935-4192 | F: 508-935-4600 |
| CIO | Exec Progs | Manager, Program Development | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Finance | Accounting Specialist | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | On-line | Web Writer | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Prod | Ad Traffic Coordinator | Framingham, MA | B. Senges | P: 508-935-4192 | F: 508-935-4600 |
| CIO | Systems | User Services Specialist | Framingham, MA | B. Senges | P: 508-935-4192 | F: 508-935-4600 |
| Comp Curr | Edit | Senior Editor | Berkeley, CA | R. Luhn | P: N/A | F: 510-527-4106 |
| CW | Admin | Sales Operations Coordinator/Computerworld Marketplace & Marketpack | Framingham, MA | M. Maynard | P: 508-820-8162 | F: 508-879-3760 |
| CW | Admin | Traffic Coordinator | Framingham, MA | M. Maynard | P: 508-820-8162 | F: 508-879-3760 |
| CW | Edit | Product Reviewer | Framingham, MA | P. Fowler Sheer | P: 508-820-8647 | F: 508-879-3760 |
| CW | Edit | Research Manager | Framingham, MA | P. Gillin | P: 508-620-7724 | F: 508-626-8587 |
| CW | Facilities | Receptionist/Switchboard | Framingham MA | M. Scanlon | P: 508-628-4903 | F: 508-879-3760 |
| CW | Mktg | Director Of Relationship Marketing | San Mateo, CA ( possible relocation to Framingham, MA after one year ) | T. Sur | P: 650-524-7102 | F: 650-524-7003 |
| CW | Sales | Managing Director of Computerworld Enterprise Publishing | Framingham, MA or San Mateo, CA | T. Sur | P: 650-524-7102 | F: 650-524-7003 |
| CW | Sales | Publisher | Framingham, MA or San Mateo CA | S. Perry | P: 508-820-8160 | F: 508-270-1160 |
| CW | Sales | Western Regional Director of Computerworld Enterprise | San Mateo CA | P. Sur | P: 650-524-7102 | F: 650-524-7003 |
| FCW | Ad Sales | Inside Sales Associate | Falls Church, VA | J. Dendievel | P: 703-876-5057 | F: 703-876-5089 |
| FCW | Ad Sales | Events Program Manager | Falls Church, VA | J. Dendievel | P: 703-876-5057 | F: 703-876-5089 |
| FCW | Events | Events Project Manager | Falls Church, VA | J. Dendievel | P: 703-876-5057 | F: 703-876-5089 |
| GWAN | Operations | Director, Client Services | San Francisco, CA | L. Gerberg | P: 415-676-3054 | F: 415-835-2473 |
| IDC | Admin | Group Operations Coordinator | Framingham, MA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Admin | Part-Time Office Assistant | Framingham, MA | D. Fagan | P: 508-935-4266 | F: 508-935-4610 |
| IDC | Edit | Copy Editor, Consulting | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4600 |
| IDC | HR | Senior Recruiting Specialist | Framingham, MA | D. Bernardi | P: 508-935-4361 | F: 508-935-4610 |
| IDC | Intern | Intern, Quarterly Server Tracker | Framingham, MA | D. Fagan | P: 508-935-4266 | F: 508-935-4610 |
| IDC | Intern | Intern, Services Research Group | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Mktg | Graphic Design Manager | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Mktg | Marketing Specialist | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Mktg | Promotional Copy Writer | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Prod | Part- time Consulting Production Specialist | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4600 |
| IDC | Prod | Consulting Production Specialist | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4600 |
| IDC | Prod | Desktop Publishing Specialist | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4600 |
| IDC | Prod | Director, Publishing Services and Technologies | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4600 |
| IDC | Prod | Software Engineer | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4610 |
| IDC | Rsch | Consulting Director, Personal Systems Consulting | Framingham, MA or Mountain View, CA | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| IDC | Rsch | Consulting Director, Software Consulting | Framingham, MA | S. Brown | P: 508-935-4719 | F: 508-935-4600 |
| IDC | Rsch | Consulting Director, Systems Consulting | Mt. View, CA | S. Brown | P: 508-935-4719 | F: 508-935-4600 |
| IDC | Rsch | Editor, Gray Sheet | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Manager, Custom Information Access (CIA) | Framingham, MA | M. Keating | P: 508-935-4302 | F: 508-935-4610 |
| IDC | Rsch | Manager, Investment Research Services | Framingham, MA | M. Keating | P: 508-935-4302 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, Applications and Information Access | Framingham, MA | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| IDC | Rsch | Research Analyst, Latin America Printer Quarterly | Mountain View, CA or Miami, FL | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, Local Area Networks | Framingham, MA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, US Quarterly PC Tracker | Mountain View, CA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Research Manager, PC Pricing | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Research Manager/Director Java Tools | Framingham, MA | M. Keating | P: 508-935-4302 | F: 508-935-4610 |
| IDC | Rsch | Research Manager/Director of Internet Tools | Framingham, MA | M. Keating | P: 508-935-4302 | F: 508-935-4610 |
| IDC | Rsch | Senior Research Analyst, Best Practices | Framingham, MA | M. Keating | P: 508-935-4302 | F: 508-935-4610 |
| IDC | Rsch | Senior Research Analyst, Business Network Services | New York, NY | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| IDC | Rsch | Senior Research Analyst, Latin America Services | Miami, FL | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Rsch | Senior Research Analyst, Latin America Telecom | Mountain View, CA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Rsch | Senior Research Analyst, Leadership Competitive Strategies | Framingham, MA | M. Keating | P: 508-935-4302 | F: 508-935-4610 |
| IDC | Rsch | Senior Research Analyst, Outsourcing | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Senior Research Analyst, Residential Telecom Services | Framingham, MA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Systems | Application Development Specialist | Framingham, MA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Systems | PC Specialist | Framingham, MA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC U.K. | Rsch | Analyst/Programme Manager - PC and Server Tracking, IDC U.K. | London, England | S. Horrocks | P: 44-181-987-7101 | F: 44-181-995-1090 |
| IDC U.K. | Rsch | Analyst/Programme Manager - Printers & MFP, IDC U.K. | London, England | S. Horrocks | P: 44-181-987-7101 | F: 44-181-995-1090 |
| IDC U.K. | Rsch | PC & Server Tracking Programmer, IDC U.K. | London, England | S. Horrocks | P: 44-181-987-7101 | F: 44-181-995-1090 |
| IDC U.K. | Rsch | Senior Research Analyst, Telecom, IDC U.K. | London, England | S. Horrocks | P: 44-181-987-7101 | F: 44-181-995-1090 |
| IDG | Admin | Administrative Assistant | Framingham, MA | V. Sanclemente | P: N/A | F: 508-875-7829 |
| IDG | Admin | Executive Assistant to VP Technology | Boston, MA | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| IDG | HR | HR Assistant | San Francisco, CA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IDG | HR | Human Resource Manager | San Francisco, CA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IDG | HR | Human Resources Representative | San Francisco, CA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IDG | Systems | Business Systems Analyst | San Francisco, CA and San Mateo, CA | K. McPhillips | P: 508-935-4531 | F: 508-935-4600 |
| IDG Central Services | Operations | Mail Services Coordinator | San Francisco, CA | S. Lynn | P: 415-978-3337 | F: 415-974-7316 |
| IDG Games Media Group | Ad Sales | Sales Associate | San Francisco, CA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IDG Games Media Group | Admin | Customer Service Representative | San Francisco, CA | I. Basurto | P: 415-975-2609 | F: 415-978-2217 |
| IDG Games Media Group | Circ | Newsstand Sales Coordinator | San Francisco, CA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IDG Games Media Group | Finance | Accounting Clerk | San Francisco, CA | L. Ching | P: 415-978-2221 | F: 415-546-5225 |
| IDG Games Media Group | Finance | Accounting Support Specialist | San Francisco, CA | M. Catolico | P: 415-978-3272 | F: 415-267-1742 |
| IDG Games Media Group | Mktg | Marketing Specialist | San Francisco, CA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IDG Games Media Group | Sales | Regional Sales Manager | New York or Boston, MA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IDG Games Media Group | Sales | Sales Associate | New York or Boston, MA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IDG Games Media Group | Systems | Network Administrator | San Francisco, CA | T. Kim | P: 415-978-2279 | F: 415-546-5225 |
| IDG News Service | Edit | Asia-Pacific Copy Editor | Tokyo | R. Garretson | P: 617-303-7821 | F: 617-423-0240 |
| IDG.net | Ad Sales | Online Advertising Coordinator | San Francisco, CA | J. Hourston | P: 415-267-4535 | F: 415-267-4558 |
| IDG.net | Operations | Business Development Manager/Director | San Francisco, CA | L. Morgan | P: 415-267-4516 | F: 415-267-4558 |
| IDG.net | Sales | Online Advertising Account Manager | San Francisco, CA | M. Crafts | P: 415-267-4528 | F: 415-267-4558 |
| IDG.net | Systems | Senior Web Systems Programmer | San Francisco, CA | W. Kessler | P: 415-267-4536 | F: 415-267-4558 |
| IDG/B | Admin | Administrative Assistant | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Edit | Associate Acquisitions Editor | Chicago, IL | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Edit | Copy Editor (Ongoing) | Foster City CA, Indianapolis IN, | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Edit | Development Editor (Ongoing) | Foster City CA, Indianapolis IN, | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Edit | Executive Editor | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Edit | New Product Development Editor (3 openings) | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Edit | Proofreader | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |

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|---|---|---|---|---|---|---|
| IDG/B | Finance | Cash & Claims Analyst (2 openings) | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Legal | Licensing Coordinator | Foster City CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Legal | Subsidary Rights Assistant | Foster City CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Mktg | Catalog Specialist | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Mktg | Channel Marketing Manager/Technology | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Mktg | Copy Services Coordinator | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Mktg | Market Promotions Mgr.(for the Dummies Brand) | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Mktg | Product Marketing Specialist | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | On-line | Online Publicist | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Operations | Computer Operator | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Operations | Inventory Control Manager | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Operations | Mailroom Assistant | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Operations | Purchasing Agent | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | PR | Public Relations Manager | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Prod | On-line Preprocessing Technician | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Sales | Account Coordinator (4 openings) | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Sales | Account Manager (4 openings) | Various locations | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Sales | Customer Service Representative (2 openings) | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Sales | Educational Account Manager | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Sales | Online Account Manager | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Sales | Special Sales Account Manager | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Systems | Director Distributed Systems | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Systems | Programmer/Analyst | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Systems | System Analyst | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/CMC | Conf | Director, Managed Conference Division | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| IDG/CMC | Conf | Sr. Conference Manager | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| IDG/CMC | Conf | Subscriber Services Representative/Conference Registrar | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| IFW | Art/Design | Associate Art Director | San Mateo, CA | S. Barnes | P: 650-525-3464 | F: 650-312-0668 |
| IFW | Edit | Copy Editor | San Mateo, CA | S. Barnes | P: 650-525-3464 | F: 650-312-0668 |
| IFW | Sales | Account Executive/Inside Partner (Display) | San Mateo, CA | L. Brault | P: 650-312-0669 | F: 650-312-0668 |
| IFW | Sales | Account Executive/Inside Partner (Display) | Rochelle Park, NJ | L. Brault | P: 650-312-0669 | F: 650-312-0668 |
| IFW | Sales | Account Executive/Inside Partner (Display) | Irvine, CA | L. Brault | P: 650-312-0669 | F: 650-312-0668 |
| IFW | Sales | Publisher | San Mateo, CA | D. Vieraitis | P: 650-312-0566 | F: 650-312-0668 |
| IFW | Sales | Sales Representative | Flexible | L. Brault | P: 650-312-0669 | F: 650-312-0668 |
| IMS | Ad Sales | Director of International Accounts / West | San Francisco, CA | G. Pohlman | P: 415-676-3019 | F: 415-331-0881 |
| IMS | Admin | Executive Assistant | San Francisco, CA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IMS | Finance | Business Analyst | San Francisco, CA | A. Hub | P: 415-676-3032 | F: 415-705-6421 |
| IMS | Finance | Business Analyst | San Francisco, CA | A. Hub | P: 415-676-3032 | F: 415-705-6421 |
| IMS | Sales | Sr. Director, National Accounts | West Coast | M. Catolico | P: 415-978-3272 | F: 415-267-1742 |
| IMS/EMEA | Sales | Executive, New Media Sales | Staines, England | P. Shalet | P: 44-1784-210-210 | F: 44-1784-210-200 |
| IMS/EMEA | Sales | Manager, International Sales | Staines, England | P. Shalet | P: 44-1784-210-210 | F: 44-1784-210-200 |
| IMS/EMEA | Sales | On-line Sales Executive | Staines, England | P. Shalet | P: 44-1784-210-210 | F: 44-1784-210-200 |
| IS | Ad Sales | Account Executive | New York, NY | C. Lucanegro | P: 415-733-5437 | F: 415-733-5401 |
| IS | Ad Sales | District Sales Manager | New York, NY | C. Lucanegro | P: 415-733-5437 | F: 415-733-5401 |
| IS | Ad Sales | East Coast Interactive Sales Manager | New York, NY | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IS | Bus Dev | Business Development Manager | San Francisco, CA | J. Walowski | P: 415-733-5482 | F: N/A |
| IS | Circ | Circulation Director | San Francisco, CA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IS | Edit | Executive News Editor | San Francisco, CA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IS | Edit | Staff Writer | New York, NY | J. Ledbetter | P: 212-271-8294 | F: 212-271-4005 |
| IS | Events | Director of Events | San Francisco, CA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IS | On-Line | Online Advertising Director | San Francisco, CA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IS | Prod | Publisher of Directories | open | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| Mac Pub | Ad Sales | Account Executive | San Francisco, CA | K. Kyrias | P: 415-278-8542 | F: 415-243-3656 |
| Mac Pub | Ad Sales | Recruitment Account Manager | San Francisco, CA, or Los Angeles, CA, or Boston, MA, or New York, NY | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| Mac Pub | Edit | Associate Features Editor | San Francisco, CA | A. Yim | P: 415-978-3347 | F: 415-267-1742 |
| Mac Pub | Edit | News Editor | San Francisco, CA | A. Yim | P: 415-978-3347 | F: 415-267-1742 |
| Mac Pub | On-Line | Content Engineer | San Francisco, CA | J. Julian | P: 415-243-3502 | F: 415-543-2537 |
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| NW | Ad Sales | District Sales Manager | West Coast | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| NW | Edit | Sr. Editor | Framingham, MA | D.Caldwell | P: 508-820-7472 | F: 508-820-3340 |
| NW | Operations | Sales Operations Manager | Santa Clara, CA | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| NW | Sales | Sales Assistant | Framingham, MA | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| NW | Sales | Sales Assistant | Santa Clara, CA | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| PCW | Admin | Administrative Assistant | San Francisco, CA | N. Jacobs | P: 415-978-3303 | F: 415-442-1891 |
| PCW | Finance | Advertising Information Administrator | San Francisco, CA | V. Peilen | P: 415-978-3170 | F: 415-978-3169 |
| PCW | Mktg | Presentation Specialist | San Francisco, Ca | S. Wong | P: 415-243-0500 | F: 415-978-3181 |
| PCW | Prod | Production Manager | San Francisco, CA | L. Manes-Goodwin | P: 415-978-3315 | F: 415-974-7402 |
| PCW OSG | Ad Sales | West Coast Advertising Director, PCW OSG Advertising Sales | San Francisco or Los Angeles | T. Gewecke | P: 415-978-3153 | F: 415-442-1891 |
| PCW OSG | Circ | Audience Development Manager | San Francisco, Ca. | N. McLaughlin | P: 415-978-3109 | F: 415-974-7491 |
| PCW OSG | Circ | Customer Service Representative | San Francisco, CA | M. Green | P: 415-975-2680 | F: 415-974-7491 |
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| PCW OSG | Edit | Associate Editor, Features | San Francisco, CA | D. Tynan | P: 415-267-1762 | F: 415-442-1891 |
| PCW OSG | Edit | Associate Editor, Here's How Online | San Francisco, Ca | Y. Li-Ron | P: 415-267-4587 | F: 415-442-1891 |
| PCW OSG | Edit | Associate Editor, On-line Reviews | San Francisco, Ca | R. Farrance | P: 415-978-3230 | F: 415-442-1891 |
| PCW OSG | Edit | Editor/Reporter | San Francisco, CA | E. Bender | P: 617-482-2750 | F: 617-426-0235 |
| PCW OSG | Edit | Senior Editor, PC World Today | San Francisco, CA | P. Lemmons | P: 415-267-1776 | F: 415-442-1891 |
| PCW OSG | Edit | Staff Editor, IDG Games.net | San Francisco, CA | M. Wallace | P: 415-978-3240 | F: 415-974-7491 |
| PCW OSG | Edit | TipWorld Copy Chief | Flexible | J. Welp | P: 502-722-9272 | F: N/A |
| PCW OSG | Prod | Ad Production Coordinator (2 openings) | San Francisco, CA | E. Wayman | P: 415-978-3377 | F: 415-974-7491 |
| PCW OSG | Prod | Application Developer | San Francisco, CA | C. Lieberman | P: 415-978-2626 | F: N/A |
| PCW OSG | Product Development | Application Developer | San Francisco, Ca | M. Turner | P: 415-267-1758 | F: 415-442-1891 |
| PCW OSG | Product Development | Director of Information Services | San Francisco, Ca | A. Block | P: 415-975-2640 | F: 415-442-1891 |
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| Publish | Edit | Editor-in-Chief | San Francisco, CA | G. Gable | P: 415-978-3283 | F: 415-267-1720 |
| Web Publishing | Edit | Associate Editor JavaWorld | San Francisco, CA | M. O'Connell | P: 415-267-1710 | F: 415-267-1732 |
| Web Publishing | Edit | Associate Editor (WPI) | San Francisco, CA | T. Young | P: 415-267-1736 | F: 415-267-1732 |
| Web Publishing | Systems | Deputy Webmaster | San Francisco, CA | S. Henry-Stocker | P: 415-974-7313 | F: 415-267-1732 |
| Web Publishing Inc | Sales | Account Manager, JavaWorld (WPI) | San Francisco, CA or possible East Coast | E. Ramirez | P: 415-267-1744 | F: 415-267-4570 |
| WEC | Conf | Conference Manager | Framingham, MA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| WEC | Conf | Show Director | Framingham, MA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| WEC | Sales | Sales Manager | Framingham, MA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |

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$120.7 million in FY97 to $141.5 million in FY98. Operating profit increased to $17.3 million from $12 million in FY97. The company's financial performance, which was recognized at the recent IDG Worldwide Managers Meeting with a Chairman's Award for Highest Growth in Profits (see *IDG World Update,* Oct. 19), was "fairly amazing when put in context of taking the company public," Berkowitz said, noting that readying for an IPO can be a full-time job in itself.

**50 million Dummies books**

During the past 12 months, the company released 342 new titles bringing its total number of titles currently in print to more than 700. In December it acquired MIS: Press and M&T Books from New York-based Henry Holt Publishers (see *IDG World Update*, Nov. 17, 1997), immediately expanding its offerings by some 80 titles. And in April, the 50 millionth book in the ...For Dummies® series rolled off the press.

And there weren't just a lot of new books in FY98, but a lot of good, new books. According to *Publishers Weekly*, IDG Books produced more No. 1 best-selling computer books than any other publisher in 1998. On *Publishers Weekly's* most recent bi-monthly bestseller list, IDG Books titles occupied 18 out of 40 slots, including the top-selling book in each of five categories. Various IDG Books Windows-related titles claimed the top six out of 10 spots in the operating systems category — this despite the fact that Microsoft has its own publishing business.

But clearly, the most significant event for IDG Books in FY98 was its decision to go public on July 27. While IDG still retains a majority ownership, the company sold 3.18 million shares of Class A Common Stock at a price of $15.50 per share. The stock is traded on the Nasdaq exchange and despite uncertain global market conditions, "we have recorded two consecutive quarters that met or exceeded expectations," Berkowitz said .

So committed is IDG Books to its core mission of providing knowledge to its customers in a clear, concise, easy-to-understand format that it became the first company to write its prospectus in "plain English" for a major brokerage house. While the SEC will begin to require all prospectuses to be written in "plain English" beginning in 1999, IDG Books willingly committed the extra resources to writing a document that can be easily understood by anyone reading it.

"Basically, our prospectus was written by us and reviewed by lawyers, instead of the other way around," Berkowitz said.

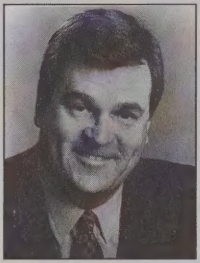
"It has been a year of many challenges," Berkowitz noted. "We've accomplished a lot and we're really proud of those achievements, but these days we don't spend much time reflecting on them — there's always the next quarter to focus on!"

## IDG BOOKS APPOINTS BERTELSMANN, PIXAR EXECS TO BOARD

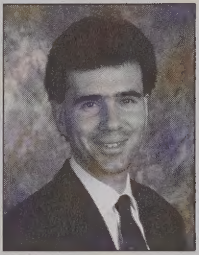
Three months after its initial public offering, IDG Books has expanded its board to include two non-IDG members. Jack Hoeft, from Bertelsmann Book Group North America, and Lawrence Levy, from Pixar Animation Studios, join current board members John Kilcullen, IDG Books Worldwide chairman and CEO; Pat McGovern, IDG chairman; and Jim Casella, IDG chief operating officer.

"Jack Hoeft and Lawrence Levy each bring to our board a variety of valuable perspectives plus in-depth experience in managing fast growth companies," Kilcullen said. "Jack's success in building intellectual property brands combined with Lawrence's experience in managing successful public companies create a tremendous resource for our management team to draw upon."

Jack Hoeft joins the IDG Books board with 20 years of executive experience in the publishing industry. A member of the Supervisory Board of Random House, Inc., he served as chairman and CEO of the Bantam Doubleday Dell (BDD) Publishing Group, Inc. from 1996 to 1998. BDD and Random House are part of the Bertelsmann Book Group North America. Hoeft joined Bantam Books in 1981 as vice president, sales and marketing, and was named president of the newly created BDD Publishing Group in 1987, president and CEO in 1991 and chairman and CEO in 1996.



HOEFT



LEVY

Hoeft was on both the Board of Directors and the executive committee of the Association of American Publishers, and served a two-year term as chairman (1994-96). He was also a member of the Board of Directors of the National Book Foundation and Literacy Partners. He is currently on the Board of Directors of The Keeler Tavern Preservation Society and is a Trustee of The University of Dayton.

Lawrence Levy is executive vice president, chief financial officer and a member of the office of the president of Pixar Animation Studios, Inc., where he is responsible for the business and financial operations of the company. Pixar, a leader in the field of computer animation, created and produced the first computer-animated feature film, the Academy Award winning *Toy Story*, and in 1997 entered into a partnership with Walt Disney Co. to finance, produce and distribute five computer-animated feature films and related products. Pixar's second full-length film, *A Bug's Life*, opens Nov. 25.

Levy was previously a founder, vice chairman and CFO of Electronics for Imaging, Inc., a San Mateo, Calif., company that provides hardware and software products for the digital color imaging market. Prior to that, Levy was a partner at the law offices of Wilson, Sonsini, Goodrich & Rosati in Palo Alto, Calif., where he built and managed the Technology Licensing and Distribution Department.

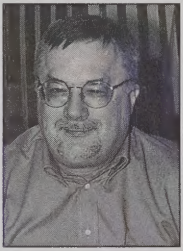
## NOTEWORTHY

### PROMOTIONS

ELLIKER

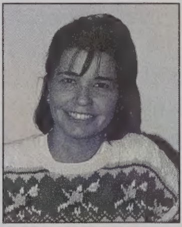
Sales Support Executive **Louise Elliker** is now an international sales executive at IDG Marketing Services/EMEA. "Louise is a self-starter, a quick learner, has bags of energy and enthusiasm, and possesses a never-say-die attitude," said IMS Senior Vice President **Paul Shalet**. "She is universally liked by clients and will be a powerful addition to the front-line sales team."

### NEW EMPLOYEES


VALOVIC

IDG WORLD UPDATE

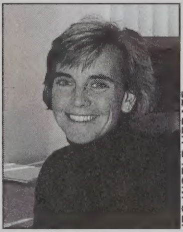
Research Manager **Tom Valovic** comes to IDC's Data Communications program in the Framingham office from *Telecommunications* magazine where he was editor-in-chief. He holds an M.A. from Boston University, enjoys gardening and listening to jazz and has written op-ed pieces on telecom issues for *The Boston Globe* and *The San Francisco Examiner*.


FITZGERALD

IDG WORLD UPDATE

Although house-hunting currently takes up her free time, **Sara Fitzgerald** spends her working hours at IDC in Framingham as a client service representative. She was previously a customer service manager and worked in inside sales for The Gilman Brothers Co. She has a B.A. in commerce from Montreal's McGill University.

After more than 16 years at Digital Equipment Corp., where she was business development manager and director of corporate communications, **Ronnie Gilligan-White** joins IDC as sales manager in the Asia-Pacific Research group. She holds a B.A. in theology and philosophy from Iona College in New Rochelle, N.Y., an M.A. in education and theology from Fordham University in Bronx, N.Y., and an M.B.A. from the University of Connecticut concentrating in marketing and operations. All of her degrees were earned at night — "I didn't have a vacation until I was 32," she said. Ronnie also cofounded SeaChange Consulting, a hardware-software-integration services firm, and brought it to six-figure profitability in less than a year.


KEATING

IDG WORLD UPDATE

Senior Human Resources Representative **Moira Keating** comes to IDC from Cognex Corp., where she held a similar title. At IDC she will handle the Systems, Software, Storage and Semiconductors Group; the Interactive Products and Services Group; the Publishing Services and Technology Group; and IDCInquire. She earned a B.A. from the University of New Hampshire in social work and international affairs. She recently ran her 15th Tufts 10K Road Race with her mother.

PROFFITT

IDG WORLD UPDATE

Previously a marketing product manager at Gerber Scientific Products, **Karen Proffitt** joins IDC as group marketing manager with the Internet Research Group. She has a B.A. in business administration and German from Rutgers College in New Brunswick, N.J., and enjoys skiing, golf and boating.

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WAGNER

Web Publishing has hired **Joanne Wagner** as an account manager for the online *LinuxWorld* magazine. She was previously an advertising sales representative for *Linux Journal/SSC*. She majored in environmental sciences at Rutgers University and counts whitewater rafting and martial arts among her hobbies.

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*Network World* recently brought on three new employees. District Manager **Eric Davetz** will manage the Midwest and Maryland territories and key accounts. He was previously national account manager for special sections opportunities at *Business-Week*. He holds a B.A. in communications from Rutgers University and recently became engaged.

Previously a regional sales manager at Miller Freeman, **Lara Greenberg** is now a district manager in *Network World*'s Santa Clara, Calif., office. She recently packed up her history B.A. from Union College in Schenectady, N.Y., and her mountain bike and made the move from New York City to San Francisco.

HODGE

IDG WORLD UPDATE

**Sheryl Hodge** joins Network World Fusion as a copy editor, having recently been a senior operator for the reprographics department at Stone and Webster Engineering Co. She earned a B.S. in physical education from Bridgewater (Mass.) State College, teaches aerobics part time and enjoys riding her motorcycle.

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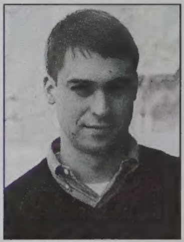
MOREY

IDG WORLD UPDATE

**Ellen Morey** comes to *CIO* as a Web developer from Parametric Technology Corp., where she was an online documentation specialist. She holds two B.S. degrees, one in journalism and one in mechanical engineering, from Northwestern University in Evanston, Ill. She is a former gymnastics coach and judge.

### ETC.


MCMULLEN

**Chris McMullen**, an account executive for Mac Publishing's *eMediaweekly* in New York, recently completed the New York City Marathon. Running in his first marathon alongside 30,000 runners from around the world, Chris completed the course in 4:24:48. Upon crossing the finish line, Chris, who was the 17,012th runner to complete the 26.2-mile course, proclaimed, "Everything hurts, but I feel great!"

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**TWENTY YEARS**
Laura Kunzmann - IDG Germany

**SIXTEEN YEARS**
Pat Murphy - IDG Central Services

**FIFTEEN YEARS**
Jim Connolly - Computerworld

**FOURTEEN YEARS**
Jill Stevens - IDG

**TWELVE YEARS**
Shannon Dolan - InfoWorld
Tony Membrino - IDC

**ELEVEN YEARS**
Colleen Kelly - FCW Gov't. Tech. Group
Allan Alter - Computerworld

**TEN YEARS**
Sally Reinfeld - IDG
Elizabeth Heichler - IDG News Service

**EIGHT YEARS**
Steve Fox - PC World
Jill Welch - InfoWorld
Geri Giovanni - IDG

**SEVEN YEARS**
Torsten Busse - IDG News Service

**SIX YEARS**
Kay Murray - FCW Gov't. Tech. Group
Scott Kleinman - Computerworld
Katherine Roco - IDC

**FIVE YEARS**
Todd Simms - IDG Central Services
Shelly Reimer - IDG Games Media Group
Carl Strolle - Web Publishing

**FOUR YEARS**
Gregory Croy - IDG Books
Tim Greene - Network World
Stuart Needels - IDG

**THREE YEARS**
Deb Lovell - Network World
Tim DeMeo - Network World
Lisa Munroe - CIO
Jessica Abude - Computerworld
Jaime Eckle - Computerworld

**TWO YEARS**
Tricia Morrissey - IDG Books
Matthew Lusher - IDG Books
Paul McNamara - Network World
Mike Draper - Network World
Aimee Jacobs - Network World
Diana Chatwin - IMS Europe
Matthew Woollacott - InfoWorld
Leong Chee-Ming - IDC Singapore

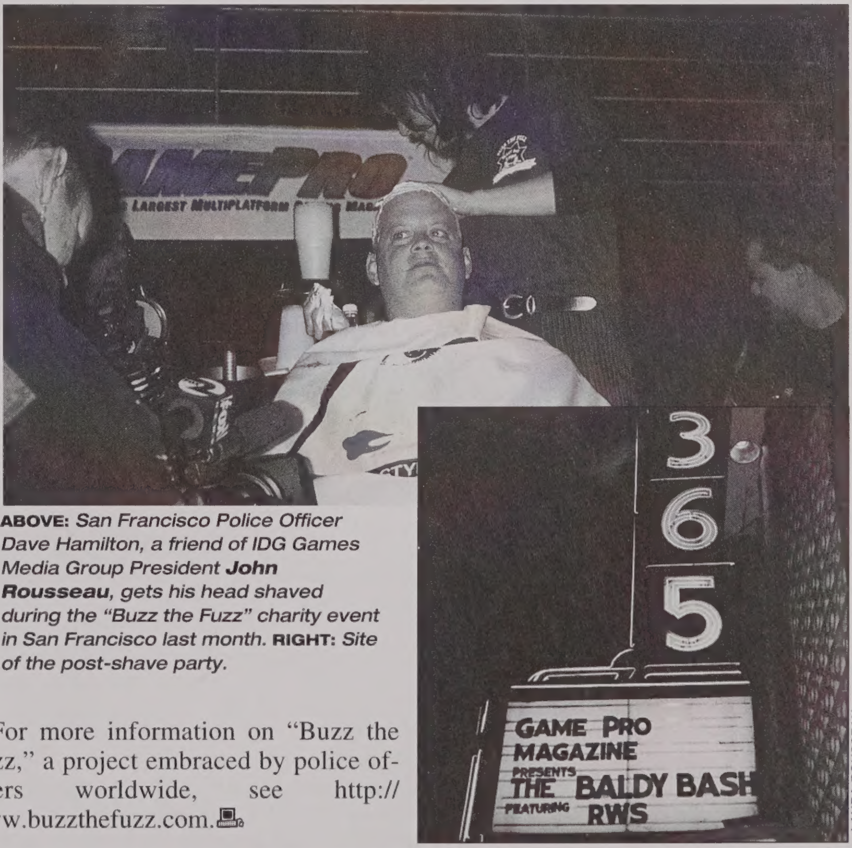
**ONE YEAR**
Carmen Krikorian - IDG Books
Hector Mendoza - IDG Books
Julie Calder - PC World
Jeff Berlin - PC World
Djuna Woods - IDC

## *GamePro* Has a Close Shave with the Law

Shaving the head of your friendly neighborhood police officer isn't a traditional way to become more involved in your local community, but it turned out to be a good idea for IDG Games Media Group, which moved from San Mateo, Calif., to San Francisco earlier this year.

*GamePro*, a publication of IDG Games Media Group, promoted a worthy cause and gained visibility as the sole corporate sponsor for "Buzz the Fuzz," an event that raised more than $100,000 for childhood cancer research and the Wish Upon a Star Foundation. Close to 100 police officers from the Bay Area, and others from Canada, Australia and Chicago, collected pledges and in return had their heads shaved as a way to show solidarity with children undergoing chemotherapy treatment.

In addition to having signage at the head-shaving event (which was covered by local television stations), *GamePro* sponsored a post-shave "Baldy Bash" party at a nearby club for all the participants.


GAMEPRO
LARGEST MULTIPLATFORM
365
GAME PRO MAGAZINE PRESENTS THE BALDY BASH FEATURING RWS

KRISTIN SHACKELFORD

LAURA ROUSSEAU

**ABOVE:** *San Francisco Police Officer Dave Hamilton, a friend of IDG Games Media Group President* ***John Rousseau****, gets his head shaved during the "Buzz the Fuzz" charity event in San Francisco last month.* **RIGHT:** *Site of the post-shave party.*

For more information on "Buzz the Fuzz," a project embraced by police officers worldwide, see http://www.buzzthefuzz.com.

## OFF LINE

**Congratulations to all our enthusiastic caption contributors. Winner Dwight Ramsey will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. The honorable mention winners below will receive *IDG World Update* pens.**

### HONORABLE MENTIONS

"No, if he were a transfer from the Africa office, he'd have larger, fan-shaped ears."

**- Dan Amrich**
*IDG Games Media Group*

"What's with the looooooong face, Frank?"

**- Stephanie Rodriguez**
*IDG Books Worldwide*

"Al E'font is the first in our office to get a memory upgrade."

**- Rich Graves**
*IDG Books Worldwide*

"Don't tell the guy in the back, but the rest of them work for peanuts."

**- Wally Henneberry**
*IDC*

"We still haven't found out what's weighing down our budget."

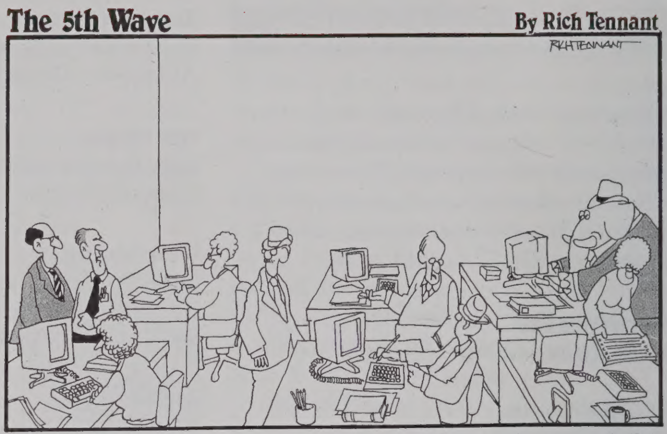
**- Peter van Ammelrooy**
*IDG Netherlands*

"Sure the big one is a poor typist, but he's excellent as a backup."

**- Milendo Vasic**
*PC World Yugoslavia*

"Whatever you do, don't mention there's a mouse on his desk."

**- Daniel Cardamone**
*IDG Latin America*



"Well, sir, what I really said when you assigned me to oversee this project was, 'I'll need a pack o' dern COBOL programmers to complete it on time.' "

**- Dwight Ramsey**
*IDG Books Worldwide*

"That's our password administrator. He's the only one who never forgets them."

**- Dee Clark**
*IDC*

"Well, it's obvious to me now why Smith applied for his salaries to be calculated on biomass."

**- Peter Kane**
*IDG New Zealand*

"Surely you've heard of VLAN trunking?"

**- Garry Vlass**
*IDC*

**Rich Tennant's original caption:**
"Someone keeps going into my personal file. I'd sure as heck like to find out who uses the password 'peanut-breath.' "

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries. IDG also produces 168 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The *IDG World Update* staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 48

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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

# Germany's MacWorld & Publishing Expo Draws High-Level Audience

**THE KEY PLAYERS FOR THE DÜSSELDORF EVENT SHOW** *their solidarity. Left to right:* ***York von Heimburg****, managing director, IDG Magazine Verlag;* ***Stephan Scherzer****, publisher of IDG Magazines; Manuel Mataré, Messe Düsseldorf; Brigitte Solbach, general manager K+S; Gunnar Kuechler, show director, Macworld & Publishing Expo.*

IDG Magazine Verlag's Macworld & Publishing Expo '98 rolled into Düsseldorf, Germany, earlier this month attracting 35,000 professionals from the creative and publishing industries. Over 250 companies displayed their products and services in more than 150,000 sq. feet of space. Exhibitors reported very positive results and said they were especially pleased with the high level of corporate decision makers in attendance.

"Our strategy was to appeal to a large base of professionals who rely more and more on cross-platform solutions to do their job," said Gunnar Kuechler, show director for Macworld & Publishing Expo. "With the migration from an end-user show to the leading event of the creative world, we are well positioned for the future."

Next year Düsseldorf, Europe's capital for the creative and

• CONTINUED PAGE 7 •

# IDC Starts Analyst Training in Europe

**IDC ANALYSTS TAKE A BREAK DURING THE INTENSIVE IDC** *training program in Denmark. Front row:* ***Kirsten Ludvigsen*** *(instructor),* ***Katy Hartley*** *(IDC Benelux),* ***Sheila McGovern*** *(IDC U.K.),* ***Rasika Pradhan*** *(IDC Benelux),* ***Stefan Elmer*** *(IDC Nordic),* ***Susanne Arildsen*** *(instructor),* ***Lars Rasmussen*** *(IDC Nordic). Back row:* ***Naja Burkal*** *(IDC Nordic),* ***Johan Lindholm*** *(IDC Nordic),* ***Gabriel Coimbra*** *(IDC Portugal),* ***Peter Frenning*** *(IDC Nordic),* ***Per Andersen*** *(instructor),* ***Anders Elbak*** *(IDC Nordic).*

New IDC analysts in Europe now have a formal market research training course to help them navigate IDC's vast resources and better serve clients. Developed and hosted by IDC Nordic in Copenhagen, the two-day workshop trains new analysts in IDC methodologies and provides useful tools for their daily work.

"Even though employee surveys show that IDC is an organization that's highly valued by employees, one area that employees often comment on is the lack of training, particularly for new employees," said IDC Nordic Managing Director **Per Andersen**. "I have experienced this in the Nordic countries, and there seems to be a general consensus about this within IDC." *(See sidebar, page 6.)*

To remedy that situation, Andersen, who has a long history

• CONTINUED PAGE 6 •

## IN BRIEF

# ExecuTrain Offers Customized Training for Bellcore Employees

ExecuTrain Corp. recently signed a training agreement with Bellcore, a leading communications software, engineering, consulting and training organization.

As part of the agreement, ExecuTrain will provide customized desktop applications training services to Bellcore employees in New Jersey and at Bellcore's Training and Education Center at the company headquarters in Lisle, Ill.

ExecuTrains's offerings will include custom course development for software applications as well as building manuals designed to meet specific needs, including in-house templates and customized screen shots.

Bellcore is a participant in ExecuTrain's Alliance program, which offers value-added training services, flat pricing and centralized registration as well as single-source billing and reporting. More than 1,400 companies are part of the Alliance Program including Matria Healthcare, Amoco, Anheuser-Busch Inc. and WellPoint Health Networks.

Following an initial investment in 1990, IDG became ExecuTrain's majority shareholder in 1995. ExecuTrain provides IT training discounts for IDG employees worldwide.

For more information on ExecuTrain, go to http://www.executrain.com> or request a course catalog by sending an e-mail to idgtraining@boston.executrain.com.

U.S. employees can call 888-546-5238 to be linked to the nearest ExecuTrain office.

## INTERNET COMMERCE EXPO JOINS IDG WORLD EXPO

**Effective with the new fiscal year that began Oct. 1, Internet Commerce Expo (ICE) has been brought under the IDG World Expo umbrella. The move brings the total number of IDG World Expo U.S. events currently planned for the next year to five: two LinuxWorld shows (in March and August), two ICE shows (March and October) and a new NT-related show planned for the fourth quarter of FY99.**

**According to IDG World Expo President Charlie Greco, the move will allow the company to better leverage its resources as it continues to identify new areas for expansion. To that end, Ron Milton has been named executive vice president of business development for IDG World Expo.**

# IDG Books among Companies Featured in Museum's Exhibit

**IDG BOOKS ACQUISITIONS ASSISTANT AMY BARKAT CHECKS** *out the IPOs For Dummies exhibit at the Museum of American Financial History in New York.*

In celebration of its 10th anniversary year, New York's Museum of American Financial History unveiled "Going Public: Own a Piece of the American Dream" exhibition, and there, nestled between displays from the likes of McDonalds, Coca-Cola and Ford Motor Co., was a collection of the familiar yellow-and-black books, anchoring an exhibit entitled "IPOs For Dummies."

The IDG Books exhibit was a late addition instigated by the museum's executive director, who called the company saying that he had only recently learned about the IPO and felt that since "everyone knew about Dummies books, the company simply had to be included."

More than 400 people attended the grand opening, held in the opulent lobby of the museum's historic building at 26 Broadway, former headquarters of John Rockefeller's Standard Oil Co. Hosted by CNN Financial Network, the exhibit garnered coverage in *The New York Times*, National Public Radio, the BBC, French and German media as well as *The Wall Street Journal*.

The exhibition profiles the history of the process by which enterprises become publicly held companies. It includes documents on IPOs ranging from the 1791 public offering for the first Bank of the United States to that of eBay Inc., an Internet company that went public in September. "IPOs For Dummies" includes a copy of the company's prospectus, a facsimile stock certificate, various books and a description of IDG Books.

The museum is located at 26 Broadway in Lower Manhattan, and the exhibit will be on display through April 1999. For details, visit the museum's Web site at www.financialhistory.org.

# ON LINE

**PAUL MOLENAAR**

*The managing director of IDG Netherlands is this week's guest columnist. Part 2 will appear Dec. 7.*

## IDG NETHERLANDS AT-A-GLANCE

**Location:** Haarlem, the Netherlands

**No. of Employees:** 71

**Established:** 1984

**Products:**
*Computer!Totaal* (*PC World*)
*Net Magazine*
*LAN Magazine*
*Publish* (formerly *Macworld*)
*E/Merce* (electronic commerce)
*InfoWorld*
*ComputerPartner*
New Media: television gameshows converted to CD-ROM, courseware (Windows 98, computer encyclopedia).
WebWereld (http://www.idg.nl)

**Latest accomplishment**: Generating a positive contribution (after overhead) with *ComputerPartner* during its first year of publication.

**Main goals for FY99:**
1) Diversify revenue streams.
2) Build recruitment advertising.
3) Find new accommodation for the company.

**Optional mode of commuting for employees in winter:** Ice skating to work on the frozen river outside the office.

**Office equipment most envied by other IDG office:** A beverage machine that dispenses cold cans of Grolsch beer.

**Q Briefly describe the IT publishing environment in the Netherlands. Are there aspects of it that are uniquely Dutch?**

A The Netherlands has a sound IT-publishing environment in which IDG plays a growing role. As we are on the home turf of VNU, a company I used to work for, by the way, and other giants like Elsevier and Wolters-Kluwer, being "lean and mean" can bring many different feelings. But as we've grown our marketshare to be the absolute No. 1 in terms of display ads, No. 1 in the monthly market and a solid No. 2 overall in IT, we can safely state that the growth we've seen over the past years was not only the result of the market conditions being good.

CMP and Ziff-Davis have never been able to make inroads into the Netherlands in the past. Almost a year ago Ziff announced an entrance into the Dutch market by launching *IT-Week* and *PC Magazine*. It is easy to determine that these publications are from the same family, as they share an equal amount of postponements: both of them are still to be launched a year later.

Yes, there are some unique aspects to the Dutch publishing market. First, cover-mounted CD-ROMs (oh, horror!) are not as prevalent as they are in neighboring countries. Second, subscription/newsstand ratios tend to tip strongly to the subscription side. Our *Computer!Totaal*, which is published for a Dutch computer users society, has almost 100,000 members/subscribers. This makes a rock-solid foundation that our competitors envy us for. Third, this is the only country that has speedskating magazines and a special magazine on the (in)famous "Eleven City" skating event, an event that our company would like to sponsor if only there would be one IDG employee daring enough to enroll.

**How did your business unit perform in FY98?**

Extremely well:
1) Higher than ever revenues.
2) Growth at triple the market pace.
3) Highest profit (net profit before taxes) ever (despite the launches of *ComputerPartner, E/Merce* and *Computer!Totaal Tips & Tricks*).
4) Actual profit 553% of budgeted profit.

**Does your electronic commerce publication, *E/Merce*, face any competition? What challenges have you faced?**

The bad news is that we've made the mistake of positioning *E/Merce* as a paid publication. The good news is that there are only 30 subscribers to contact and tell them they can now qualify for a controlled circulation publication. All in all the reader market is slow, much slower than the advertising market; many IT vendors are "dying" to penetrate this market area.

Still, we're going to continue publishing *E/Merce* throughout FY99 on a quarterly basis, and we're very proud of this book. The content is sound, the looks are good. The editorial production is outsourced to a new company called Iconomy, founded by former IDG Netherlands employee Oscar Kneppers. Should an employee choose to leave to start a new company, we always look for ways to maintain a business relationship.

**Does your publication collaborate with the IDC office in Amsterdam, and if so, can you give a couple of examples of projects and how they're mutually beneficial?**

As a matter of fact we have a very close cooperation with the IDC office. Managing Director **Liesbeth Ruoff** and I meet regularly and we've recently set up some joint activities. In fact, we've started co-branding specific channel-research, part of which gets published in our *ComputerPartner*.

Also, we've provided assistance in getting IDC Netherlands online initially, and IDC provided us with a lot of market research to aid us in the launch of both *InfoWorld* and *ComputerPartner*. Although the companies are totally different in terms of culture and structure, we get along very well.

# IDC Honors Q3 and Q4 Excellence Award Winners

IDC recently honored the FY98 third- and fourth-quarter winners of the IDC Excellence Awards. The program recognizes employees for outstanding performance in the areas of business development, product quality, customer service and teamwork. U.S. employees nominate their peers, and winners are chosen by a five-member committee. Excerpts from the nominations appear below.

**RESEARCH AND CONSULTING**

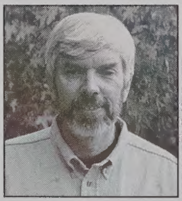
*Business Development*
**Henry Morris**, Research Director
Data Warehousing

In mid-1997, Henry initiated and built IDC's first unified data warehousing program and grew the program's Continuous Information Service revenue from only $89K in 1997 to more than $500K in 1998. Not only is Henry an excellent business manager, he is also an excellent researcher and team player, collaborating with other analysts from across IDC to produce insightful and valuable research.

*Business Development*
**Tom Copeland**, Research Director
Workstations and High Performance

Tom has redefined the multi-client concept. His most recent multi-client study, a total market model of the technical computing market, has earned kudos from clients as the most definitive market analysis and segmentation of the technical market. Moreover, from a revenue perspective, IDC earned nearly $400K from this study alone, which makes it among the top multi-client studies executed at IDC.

*Product Quality*
**Christopher Willard**, Research Director
Workstations and High Performance, IDC West


IDG WORLD UPDATE

WILLARD

Chris recently completed a series of white papers that are not only brilliant and insightful but have more than met the customer's needs. He was the lead analyst on the HP Millenium project (IDC $2M project) wherein he created a white paper for *Computerworld* on the future of computing and what it will take for a company to be successful in the next millenium. He has written on complex technology issues and obscure markets yet is able to make the abstract simple.

*Customer Service*
**Annika Alford**, Research Manager,
Latin America LAN program

During her two-year tenure at IDC, Annika has more than doubled the revenues of the LAN program and single-handedly launched the program's Internet research. One client at a time, she has tirelessly more than tripled the number of IDC clients serviced by these programs. More important, she significantly increased the level of customer satisfaction among clients.

IDG WORLD UPDATE

**IDC FRAMINGHAM'S Q3 AND Q4 EXCELLENCE AWARD WINNERS.** *(Front, L-R):* ***Natalye Alter, Karen Weston, Marianne Nichols.*** *(Back, L-R):* ***Tom Copeland, Henry Morris, Garry Vlass, Stephen Drake, Julie Buchheit.*** *Absent from photo:* ***Suzanne McMillen.***

*Customer Service*
**Garry Vlass**, Manager
IDCInquire

Garry has been instrumental in the development, launch and management of IDCInquire, IDC's strategic customer-focused initiative. As this is the first cross-company group of its kind, Garry is paving the way for stronger internal relationships among research groups. The numerous accolades received by IDCInquire analysts, research analysts and the sales team provide testament to the excellence of this organization. Garry has shown his dedication by taking on the challenging role of co-managing the IDCInquire team while continuing to serve as account manager for numerous IRS/CIA accounts.

*Teamwork*
**Stephen Drake**, Research Analyst
Computer Networking Architecture

Steve has been a key research participant in the specification, development, and deployment of IDC's new Phoenix Inquiry Tracking system. He has been on the steering committee, provided input on other companies' tracking systems and has been an evangelist within the Communications group getting all the analysts to track their inquiries. He always has a positive attitude and is always lending a helping hand.

**SALES AWARD**

*Teamwork*
**Bronwen Cleary**
Client Services Advocate, Strategic Account Group

IDG

*Job Opportunities - November 30, 1998*

**Director of Marketing Services, Operations & Technology (CIO)**
CIO's Executive Programs (EP) has an opportunity for a Director of Marketing Services. In this position, you will have overall responsibility for providing high quality central supporting services for marketing channels, collateral fulfillment, databases, technology and operations. This may include: identification and execution of new marketing channels, electronic media, database and list development. You will act as EP's liaison to the CIO Marketing department. You will also be responsible for reaching the widest possible sets of attendee/ prospects in the most cost effective manner. You will be responsible for establishing an effective technology plan to ensure that EP systems, procedures and operations are of the highest quality and effectiveness for fulfillment on-site registration. Ideal candidates will have 8+years experience in a related field. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Sales Associate (Computerworld)**
Computerworld is seeking a Sales Associate in our San Mateo office to support the District Manager in the Northern California region. Responsibilities include extensive phone contact with customers to service specific requests, preparing presentations, gathering research, tracking web information, coordinating special events including logistics and attendance confirmation, managing direct mail campaign efforts and administrative responsibilities of maintaining customer files, correspondence, arranging travel and maintaining database. In this fast paced competitive environment, an ability to work independently as well as part of a team are important. Must be customer-focused, detail-oriented, organized and able to multi-task. The ideal candidate will have problem-solving and decision-making abilities, excellent communication skills (written & verbal), and knowledge of Lotus Notes, Word, Excel, and PowerPoint Familiarity with the publishing industry is a plus. *Location: San Mateo, CA*
Contact: T. Sur, Fax: 650-524-7003, Phone: 650-524-7102, Email: patricia_sur@computerworld.com

**Desktop Publishing Specialist/Copy Editor, Latin America (IDC)**
IDC is seeking a talented individual to assist with our publishing process in the Miami office. Primary responsibilities are creating tables and figures; editing high-tech reports; applying styles to text; writing document descriptions, summaries, and keywords; managing the printing process. Experience working with charts, graphs, and tabular data is essential as are thorough knowledge of Word, Excel, and DeltaGraph. Strong editing and proofing skills are also required. The ideal candidate will have exhaustive attention to detail, the ability to keep many jobs moving at once, and strong communication skills. L*ocation: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4610, Phone: 508-935-4302, Email: idc_jobs.com

**Research Director, Commercial Systems & Software (IDC)**
IDC's Commercial Systems & Servers program seeks an energetic and enthusiastic individual to provide thought leadership and expertise on the server market to our large client base. As a Research Director, core activities include writing research, coordinating large consulting projects, providing technology and market presentations, as well as further developing IDC`s server business. This is a high visibility position that requires intimate knowledge of the major server business and software vendors and their business and product strategies (NT, Unix, MF hardware platforms; clustering technologies; high availability; and operating systems and systems management). Ideally, the candidate for this position will have 10+ years experience in the IT industry, preferably with a server or server software company, or within an IT-focused market research firm, along with established contacts in the server business. Strong quantitative, analytical and writing skills are also required, with specific experience with Microsoft Excel. Presentation skills are also essential. Travel is required. *Location: Framingham, MA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

**Accounting Coordinator (IDG Central Services)**
Responsibilities include processing accounts payable, researching and correcting problems, and communicating with departments on accounting issues. A basic understanding of accounting fundamentals, solid communications skills and spreadsheet experience is required. Associate Degree, one year of accounting experience or college level accounting classes preferred. *Location: San Francisco, CA*
Contact: M. Reyes, Fax: 415-543-3984, Phone: 415-978-3364, Email: michelle_reyes@publish.com

**Online Advertising Account Manager( 2 openings) (IDG.net)**
IDG.net is looking for an Account Manager to join the IDG.net online sales team. This position requires both inside and outside selling as well as some account service. Responsibilities include: servicing existing business and prospecting for new accounts; research of clients/prospects and development of special opportunities; coordinating group sales efforts with IDG sites, sales representatives across multiple business units worldwide. Candidates should have a minimum of 2 years inside/outside sales experience. The ideal candidate will have strong presentation, negotiation, and outside sales skills along with strong sales administration, organizational and writing skills. Candidates should be able to work well both independently and as a member of the sales team. Online ad sales experience, familiarity with the high tech and global markets highly desired. *Location: San Francisco, CA*
Contact: M. Crafts, Fax: 415-267-4558, Phone: 415-267-4528, Email: mark_crafts@idg.com

**Director of Client Operations (IDG.net/GWAN)**
IDG.net is seeking a sharp, dynamic Director of Client Operations to oversee ad trafficking, serving, reporting, rate-setting and sales support functions of its Global Web Ad Network. This individual will work with IDG's local online publishers to develop ad rate and bundle programs and policies; represent IDG.net on internal and external committees; and manage, negotiate and maintain IDG's relationship with Doubleclick, its worldwide ad-serving provider. This newly created position will play a key role in helping to advance IDG.net GWAN beyond its start-up phase, so all operations processes will need to be reviewed during the coming year, and tracking systems for revenue and for sales management will need to be developed. There is great potential for this role to ultimately transition into a VP or GM position. Qualified candidates will have a four-year degree; excellent consensus-building skills; analytical, writing and general management skills; strong attention to detail; the ability to thrive in the lean, entrepreneurial environment typical of an online publishing operation; online media expertise; and the standard of excellence required to lead a key Web effort for a multi-billion dollar company. *Location: San Francisco, CA*
Contact: P. Uberti, Fax: 415-267-4558, Phone: 415-267-4505, Email: pamela_uberti@idg.net

**IS Manager, OASIS (IDG/B)**
IDG Books is looking for an IS manager to manage OASIS project implantation. This person will also manage development of staff and consultant. The ideal candidate will posses a degree in Computer Science or related field required. 5 years programming experience, 3 years project management, and 2 years staff management experience required. *Location: Indianapolis, IN*
Contact: S. Hopson, Fax: 317-596-5240, Phone: 317-596-5222, Email: injobs@idgbooks.com

**Receptionist, P/T (IFW)**
InfoWorld is looking for a part-time Receptionist (20 hrs/week, 1 pm - 5:30 pm, Monday-Friday). Responsibilities include answering and routing all incoming calls, greeting guests, receiving some incoming shipments, issuing security access cards, and booking conference rooms. Additional duties will include some administrative support to the staff as needed. Ideal candidate will be pleasant, organized, efficient, resourceful, and have the ability to multi-task. Must also be able to work independently with little supervision. Excellent customer service a must.
*Location: San Mateo, CA*
Contact: C. Neumann, Fax: 650-312-0668, Phone: 650-312-0631, Email: resumes@infoworld.com

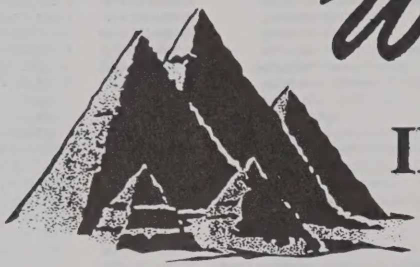
**Associate or Senior Editor, Reviews & Testing (IFW)**
InfoWorld seeks an editor with 2 to 5 years experience in high-tech publishing. This position requires an ability to acquire and develop articles and writers, as well as edit reviews, features, and analyses. Candidates must be technically proficient, competent team players, able to meet deadlines and produce material of the highest quality. They must also produce focused, useful, persuasive, opinionated and authoritative copy. *Location: San Mateo, CA*
Contact: S. Barnes, Fax: 650-312-0668, Phone: 650-525-3464, Email: resumes@infoworld.com

**Sales Operations Analyst, Network World Fusion (NW)**
A Sales Operations Analyst is needed to work in a fast-paced online advertising environment. Interfacing with advertisers and agencies. primary responsibilities include trafficking web advertising, inventory management, report creation and distribution. billing, as well as a variety of client and sales support functions. This person will also take an active role in streamlining operations and developing enhanced site analysis and reporting. Qualified candidates should have advanced PC application skills using a web browser, Excel, PowerPoint, and Filemaker. Excellent communications skills and attention to detail are essential. *Location: Framingham, MA*
Contact: M. Brunaccini , Fax: 508-820-3340, Phone: 508-820-7474, hotjobs@nww.com

**Vice President, Research (PC World)**
PC World, the largest circulation computer publication in the US, is looking for a distinguished market research professional to direct the Research Department for its print and online businesses. This individual will be responsible for managing a staff of four research professionals in conducting primary, syndicated and secondary research. He/she should have at least eight years agency, consulting or publishing research experience using various methodologies to develop studies for applications in sales and marketing, editorial, and circulation. A solid understanding of syndicated research and information technology, combined with a background in managing an experienced staff, directing outside research firms, and working with ad agencies is required.
*Location: San Francisco. CA*
Contact: R. Willoughby. Fax: 415-974-7316, Phone: 415-978-3205, Email: richard_willoughby@pcworld.com

**Circulation Assistant (PCW)**
PC World's Circulation department is looking for a detail-oriented, energetic individual to provide general assistance to the Director of Circulation Operations and Renewal & Billing Manager as they execute the daily fulfillment activities, as well as the ongoing renewal and billing promotions to our one million plus subscriber file. This position has numerous responsibilities such as tracking expenses, coordinating the distribution of PC World, and maintaining postage usage. Candidates should have working knowledge of Microsoft Excel and Word. College degree required. Prior experience in publishing a plus. *Location: San Francisco, CA*
Contact: D.Cobb, Fax: 415-442-1891, Phone: 415-978-3255, Email: david_cobb@pcworld.com

***The weekly Job Opportunities update is produced by the Corporate Human Resources Department in Framingham, MA. If you have questions or would like to post a job, please contact Jessica Luacaw at 508-935-4355. Thank You!***



# "Wish you were here..."

# IDG Employee Referral Bonus Plan

## *Do you ever wish that one of your friends worked here?*

Just fill out this form and attach it to their resume, and if they are hired you will receive a bonus of up to $500.

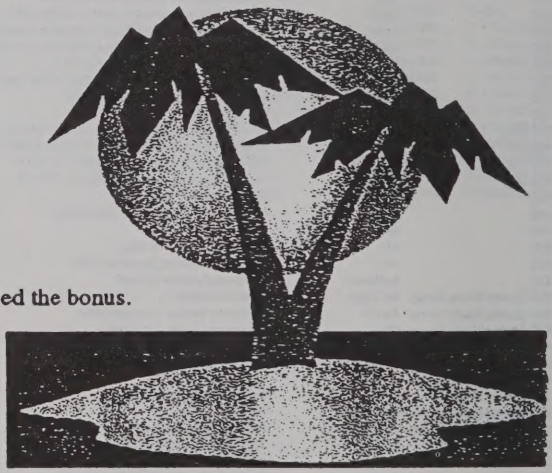
- $500 for each referral that results in a regular full-time or part-time hire within participating divisions.
- $200 for casual part-time referrals working a minimum of 20 hours.
- With 2 successful referrals, you'll be entered into the year-end drawing for the following:

  **Grand Prize -- $2,000   Runner-Up -- $1,500**

  ***Business units may elect not to participate for part-time hires.***

## *RULES*

- You may be an employee of any IDG Division to participate; however, you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision



Date:____________________________________

Applicant's Name:______________________________

Position Referred to:____________________________

Company Name:_______________________________

Referred by: (Employee Name)____________________

Company Name:_______________________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

### *For Human Resources Only*

Employee Receiving Bonus:____________________

Company Name:____________________________

Referred Employee:________________________

Company Name:____________________________

Date of Hire:______________________________

Ninety Day Date:__________________________

Charged to BU/Department# __________________

H.R. Signature:___________________________

Bonus check to be given to:__________________

Bonus Amount:   $500   $200

| BU | Category | Title | Location | Contact | Phone # | Fax # |
|---|---|---|---|---|---|---|
| CHSG | Admin | Administrative Assistant | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| CHSG | Systems | IS Manager | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| CHSG | Systems | Systems Administrator | Framingham, MA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| CIO | Ad Sales | Account Executive | San Francisco, CA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Ad Sales | Advertising Sales Associate | San Francisco, CA | B. Senges | P: 508-935-4192 | F: 508-935-4600 |
| CIO | Bus Dev | Web Program Manager | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Edit | Copy Editor | Framingham, MA | B.Senges | P: 508-935-4600 | F: 508-935-4192 |
| CIO | Exec Progs | Fulfillment Assistant, Executive Programs | Framingham, MA | B. Senges | P: 508-935-4192 | F: 508-935-4600 |
| CIO | Exec Progs | Manager, Program Development | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Finance | Accounting Specialist | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | On-line | Web Writer | Framingham, MA | A. Jones | P: 508-935-4315 | F: 508-935-4600 |
| CIO | Prod | Ad Traffic Coordinator | Framingham, MA | B. Senges | P: 508-935-4192 | F: 508-935-4600 |
| CIO | Systems | User Services Specialist | Framingham, MA | B. Senges | P: 508-935-4192 | F: 508-935-4600 |
| Comp Curr | Edit | Senior Editor | Berkeley, CA | R. Luhn | P: N/A | F: 510-527-4106 |
| CW | Admin | Sales Operations Coordinator/Computerworld Marketplace & Marketpack | Framingham, MA | M. Maynard | P: 508-820-8162 | F: 508-879-3760 |
| CW | Admin | Traffic Coordinator | Framingham, MA | M. Maynard | P: 508-820-8162 | F: 508-879-3760 |
| CW | Edit | Product Reviewer | Framingham, MA | P. Fowler Sheer | P: 508-820-8647 | F: 508-879-3760 |
| CW | Edit | Research Manager | Framingham, MA | P. Gillin | P: 508-620-7724 | F: 508-626-8587 |
| CW | Facilities | Receptionist/Switchboard | Framingham MA | M. Scanlon | P: 508-628-4903 | F: 508-879-3760 |
| CW | Mktg | Director Of Relationship Marketing | San Mateo, CA ( possible relocation to Framingham, MA after one year ) | T. Sur | P: 650-524-7102 | F: 650-524-7003 |
| CW | Sales | Managing Director of Computerworld Enterprise Publishing | Framingham, MA or San Mateo, CA | T. Sur | P: 650-524-7102 | F: 650-524-7003 |
| CW | Sales | Publisher | Framingham, MA or San Mateo CA | S. Perry | P: 508-820-8160 | F: 508-270-1160 |
| CW | Sales | Western Regional Director of Computerworld Enterprise | San Mateo CA | P. Sur | P: 650-524-7102 | F: 650-524-7003 |
| FCW | Ad Sales | Inside Sales Associate | Falls Church, VA | J. Dendievel | P: 703-876-5057 | F: 703-876-5089 |
| FCW | Events | Events Program Manager | Falls Church, VA | J. Dendievel | P: 703-876-5057 | F: 703-876-5089 |
| FCW | Events | Events Project Manager | Falls Church, VA | J. Dendievel | P: 703-876-5057 | F: 703-876-5089 |
| GWAN | Operations | Director, Client Services | San Francisco, CA | L. Gerberg | P: 415-676-3054 | F: 415-835-2473 |
| IDC | Admin | Group Operations Coordinator | Framingham, MA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Admin | Part-Time Office Assistant | Framingham, MA | D. Fagan | P: 508-935-4266 | F: 508-935-4610 |
| IDC | Edit | Copy Editor, Consulting | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4600 |
| IDC | HR | Senior Recruiting Specialist | Framingham, MA | D. Bernardi | P: 508-935-4361 | F: 508-935-4610 |
| IDC | Intern | Intern, Quarterly Server Tracker | Framingham, MA | D. Fagan | P: 508-935-4266 | F: 508-935-4610 |
| IDC | Intern | Intern, Services Research Group | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Mktg | Graphic Design Manager | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Mktg | Marketing Specialist | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Mktg | Promotional Copy Writer | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Prod | Part- time Consulting Production Specialist | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4600 |
| IDC | Prod | Consulting Production Specialist | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4600 |
| IDC | Prod | Desktop Publishing Specialist | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4600 |
| IDC | Prod | Director, Publishing Services and Technologies | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4600 |
| IDC | Prod | Software Engineer | Framingham, MA | A. Schneider | P: 508-935-4419 | F: 508-935-4610 |
| IDC | Rsch | Consulting Director, Personal Systems Consulting | Framingham, MA or Mountain View, CA | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| IDC | Rsch | Consulting Director, Software Consulting | Framingham, MA | S. Brown | P: 508-935-4719 | F: 508-935-4600 |
| IDC | Rsch | Consulting Director, Systems Consulting | Mt. View, CA | S. Brown | P: 508-935-4719 | F: 508-935-4600 |
| IDC | Rsch | Editor, Gray Sheet | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Manager, Custom Information Access (CIA) | Framingham, MA | M. Keating | P: 508-935-4302 | F: 508-935-4610 |
| IDC | Rsch | Manager, Investment Research Services | Framingham, MA | M. Keating | P: 508-935-4302 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, Latin America Printer Quarterly | Mountain View, CA or Miami, FL | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, Local Area Networks | Framingham, MA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Rsch | Research Analyst, US Quarterly PC Tracker | Mountain View, CA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Research Manager, PC Pricing | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Research Manager/Director Java Tools | Framingham, MA | M. Keating | P: 508-935-4302 | F: 508-935-4610 |
| IDC | Rsch | Research Manager/Director of Internet Tools | Framingham, MA | M. Keating | P: 508-935-4302 | F: 508-935-4610 |
| IDC | Rsch | Senior Research Analyst, Best Practices | Framingham, MA | M. Keating | P: 508-935-4302 | F: 508-935-4610 |
| IDC | Rsch | Senior Research Analyst, Business Network Services | New York, NY | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| IDC | Rsch | Senior Research Analyst, Latin America Telecom | Mountain View, CA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Rsch | Senior Research Analyst, Leadership Competitive Strategies | Framingham, MA | M. Keating | P: 508-935-4302 | F: 508-935-4610 |
| IDC | Rsch | Senior Research Analyst, Outsourcing | Framingham, MA | A. Shluger | P: 508-935-4133 | F: 508-935-4610 |
| IDC | Rsch | Senior Research Analyst, Residential Telecom Services | Framingham, MA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Systems | Application Development Specialist | Framingham, MA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC | Systems | PC Specialist | Framingham, MA | A. Port | P: 508-935-4137 | F: 508-935-4610 |
| IDC U.K. | Rsch | Analyst/Programme Manager - PC and Server Tracking, IDC U.K. | London, England | S. Horrocks | P: 44-181-987-7101 | F: 44-181-995-1090 |
| IDC U.K. | Rsch | Analyst/Programme Manager - Printers & MFP, IDC U.K. | London, England | S. Horrocks | P: 44-181-987-7101 | F: 44-181-995-1090 |
| IDC U.K. | Rsch | PC & Server Tracking Programmer, IDC U.K. | London, England | S. Horrocks | P: 44-181-987-7101 | F: 44-181-995-1090 |
| IDC U.K. | Rsch | Senior Research Analyst, Telecom, IDC U.K. | London, England | S. Horrocks | P: 44-181-987-7101 | F: 44-181-995-1090 |
| IDG | Admin | Administrative Assistant | Framingham, MA | V. Sanclemente | P: N/A | F: 508-875-7829 |
| IDG | Admin | Executive Assistant to VP Technology | Boston, MA | S. Brown | P: 508-935-4099 | F: 508-935-4600 |
| IDG | HR | HR Assistant | San Francisco, CA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IDG | HR | Human Resource Manager | San Francisco, CA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IDG | HR | Human Resources Representative | San Francisco, CA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IDG | Systems | Business Systems Analyst | San Francisco, CA and San Mateo, CA | K. McPhillips | P: 508-935-4531 | F: 508-935-4600 |
| IDG Games Media Group | Ad Sales | Sales Associate | San Francisco, CA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IDG Games Media Group | Admin | Customer Service Representative | San Francisco, CA | I. Basurto | P: 415-975-2609 | F: 415-978-2217 |
| IDG Games Media Group | Circ | Newsstand Sales Coordinator | San Francisco, CA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IDG Games Media Group | Finance | Accounting Clerk | San Francisco, CA | L. Ching | P: 415-978-2221 | F: 415-546-5225 |
| IDG Games Media Group | Finance | Accounting Support Specialist | San Francisco, CA | M. Catolico | P: 415-978-3272 | F: 415-267-1742 |
| IDG Games Media Group | Mktg | Marketing Specialist | San Francisco, CA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IDG Games Media Group | Sales | Regional Sales Manager | New York or Boston, MA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IDG Games Media Group | Sales | Sales Associate | New York or Boston, MA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IDG Games Media Group | Systems | Network Administrator | San Francisco, CA | T. Kim | P: 415-978-2279 | F: 415-546-5225 |
| IDG News Service | Edit | Asia-Pacific Copy Editor | Tokyo | R. Garretson | P: 617-303-7821 | F: 617-423-0240 |
| IDG.net | Ad Sales | Online Advertising Coordinator | San Francisco, CA | J. Hourston | P: 415-267-4535 | F: 415-267-4558 |
| IDG.net | Operations | Business Development Manager/Director | San Francisco, CA | L. Morgan | P: 415-267-4516 | F: 415-267-4558 |
| IDG.net | Sales | Online Advertising Account Manager | San Francisco, CA | M. Crafts | P: 415-267-4528 | F: 415-267-4558 |
| IDG.net | Systems | Senior Web Systems Programmer | San Francisco, CA | W. Kessler | P: 415-267-4536 | F: 415-267-4558 |
| IDG.net | Systems | Senior Web Systems Programmer | San Francisco, CA | W. Kessler | P: 415-267-4536 | F: 415-267-4558 |
| IDG/B | Admin | Administartive Assistant | Foster City CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Admin | Administrative Assistant | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Edit | Associate Acquisitions Editor | Chicago, IL | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Edit | Copy Editor (Ongoing) | Foster City CA, Indianapolis IN, | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Edit | Development Editor (Ongoing) | Foster City CA, Indianapolis IN, | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Edit | Executive Editor | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Edit | New Product Development Editor (3 openings) | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Edit | Proofreader | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Finance | Cash & Claims Analyst (2 openings) | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Legal | Licensing Coordinator | Foster City CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Legal | Subsidary Rights Assistant | Foster City CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Mktg | Catalog Specialist | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Mktg | Channel Marketing Manager/Technology | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Mktg | Copy Services Coordinator | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Mktg | Market Promotions Mgr.(for the Dummies Brand) | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Mktg | Product Marketing Specialist | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | On-line | Online Publicist | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Operations | Computer Operator | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Operations | Inventory Control Manager | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Operations | Mailroom Assistant | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Operations | Purchasing Agent | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | PR | Public Relations Manager | Foster City, CA | D. Harris | P: 650-655-3039 | F: 650-655-3206 |
| IDG/B | Prod | On-line Preprocessing Technician | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Sales | Account Coordinator (4 openings) | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Sales | Account Manager (4 openings) | Various locations | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Sales | Customer Service Representative (2 openings) | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Sales | Educational Account Manager | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Sales | Online Account Manager | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |

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|---|---|---|---|---|---|---|
| IDG/B | Sales | Special Sales Account Manager | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Systems | Director Distributed Systems | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/B | Systems | Programmer/Analyst | Indianapolis, IN | S. Hopson | P: 317-596-5222 | F: 317-596-5240 |
| IDG/B | Systems | System Analyst | Foster City, CA | C. Yam | P: 650-655-5013 | F: 650-655-3206 |
| IDG/CMC | Conf | Director, Managed Conference Division | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| IDG/CMC | Conf | Sr. Conference Manager | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| IDG/CMC | Conf | Subscriber Services Representative/Conference Registrar | San Mateo, CA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| IFW | Art/Design | Associate Art Director | San Mateo, CA | S. Barnes | P: 650-525-3464 | F: 650-312-0668 |
| IFW | Edit | Copy Editor | San Mateo, CA | S. Barnes | P: 650-525-3464 | F: 650-312-0668 |
| IFW | Sales | Account Executive/Inside Partner (Display) | San Mateo, CA | L. Brault | P: 650-312-0669 | F: 650-312-0668 |
| IFW | Sales | Account Executive/Inside Partner (Display) | Rochelle Park, NJ | L. Brault | P: 650-312-0669 | F: 650-312-0668 |
| IFW | Sales | Account Executive/Inside Partner (Display) | Irvine, CA | L. Brault | P: 650-312-0669 | F: 650-312-0668 |
| IFW | Sales | Sales Representative | Flexible | L. Brault | P: 650-312-0669 | F: 650-312-0668 |
| IMS | Ad Sales | Director of International Accounts / West | San Francisco, CA | G. Pohlman | P: 415-676-3019 | F: 415-331-0881 |
| IMS | Admin | Executive Assistant | San Francisco, CA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IMS | Finance | Business Analyst | San Francisco, CA | A. Hub | P: 415-676-3032 | F: 415-705-6421 |
| IMS | Finance | Business Analyst | San Francisco, CA | A. Hub | P: 415-676-3032 | F: 415-705-6421 |
| IMS | Sales | Director, National Accounts | East Coast | M. Catolico | P: 415-978-3272 | F: 415-267-1742 |
| IMS | Sales | Sr. Director, National Accounts | West Coast | M. Catolico | P: 415-978-3272 | F: 415-267-1742 |
| IMS/EMEA | Sales | Executive, New Media Sales | Staines, England | P. Shalet | P: 44-1784-210-210 | F: 44-1784-210-200 |
| IMS/EMEA | Sales | Manager, International Sales | Staines, England | P. Shalet | P: 44-1784-210-210 | F: 44-1784-210-200 |
| IMS/EMEA | Sales | On-line Sales Executive | Staines, England | P. Shalet | P: 44-1784-210-210 | F: 44-1784-210-200 |
| IS | Ad Sales | Account Executive | New York, NY | C. Lucanegro | P: 415-733-5437 | F: 415-733-5401 |
| IS | Bus Dev | Business Development Manager | San Francisco, CA | J. Walowski | P: 415-733-5482 | F: N/A |
| IS | Circ | Circulation Director | San Francisco, CA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IS | Edit | Executive News Editor | San Francisco, CA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IS | Edit | Staff Writer | New York, NY | J. Ledbetter | P: 212-271-8294 | F: 212-271-4005 |
| IS | Events | Director of Events | San Francisco, CA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IS | On-Line | Online Advertising Director | San Francisco, CA | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| IS | Prod | Publisher of Directories | open | S. Murphy | P: 415-978-3276 | F: 415-267-1742 |
| Mac Pub | Ad Sales | Account Executive | San Francisco, CA | K. Kyrias | P: 415-278-8542 | F: 415-243-3656 |
| Mac Pub | Edit | Associate Features Editor | San Francisco, CA | A. Yim | P: 415-978-3347 | F: 415-267-1742 |
| Mac Pub | Edit | News Editor | San Francisco, CA | A. Yim | P: 415-978-3347 | F: 415-267-1742 |
| Mac Pub | On-Line | Content Engineer | San Francisco, CA | J. Julian | P: 415-243-3502 | F: 415-543-2537 |
| NW | Ad Sales | Director of Direct Response Sales | Framingham, MA | D. Caldwell | P: 508-820-7472 | F: 508-820-3340 |
| NW | Ad Sales | District Sales Manager | West Coast | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| NW | Edit | Sr. Editor | Framingham, MA | D.Caldwell | P: 508-820-7472 | F: 508-820-3340 |
| NW | Operations | Sales Operations Manager | Santa Clara, CA | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| NW | Sales | Sales Assistant | Framingham, MA | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| NW | Sales | Sales Assistant | Santa Clara, CA | M. Brunaccini | P: 508-820-7474 | F: 508-820-3340 |
| PCW | Admin | Administrative Assistant | San Francisco, CA | N. Jacobs | P: 415-978-3303 | F: 415-442-1891 |
| PCW | Finance | Advertising Information Administrator | San Francisco, CA | V. Peilen | P: 415-978-3170 | F: 415-978-3169 |
| PCW | Mktg | Presentation Specialist | San Francisco, Ca | S. Wong | P: 415-243-0500 | F: 415-978-3181 |
| PCW | Prod | Production Manager | San Francisco, CA | L. Manes-Goodwin | P: 415-978-3315 | F: 415-974-7402 |
| PCW OSG | Circ | Audience Development Manager | San Francisco, Ca. | N. McLaughlin | P: 415-978-3109 | F: 415-974-7491 |
| PCW OSG | Circ | Customer Service Representative | San Francisco, CA | M. Green | P: 415-975-2680 | F: 415-974-7491 |
| PCW OSG | Edit | Assistant Editor, Online | San Francisco, Ca. | R. Freed | P: 415-975-2677 | F: 415-442-1891 |
| PCW OSG | Edit | Associate Editor, Features | San Francisco, CA | D. Tynan | P: 415-267-1762 | F: 415-442-1891 |
| PCW OSG | Edit | Associate Editor, Here's How Online | San Francisco, Ca. | Y. Li-Ron | P: 415-267-4587 | F: 415-442-1891 |
| PCW OSG | Edit | Associate Editor, On-line Reviews | San Francisco, Ca. | R. Farrance | P: 415-978-3230 | F: 415-442-1891 |
| PCW OSG | Edit | Editor/Reporter | San Francisco, CA | E. Bender | P: 617-482-2750 | F: 617-426-0235 |
| PCW OSG | Edit | Senior Editor, PC World Today | San Francisco, CA | P. Lemmons | P: 415-267-1776 | F: 415-442-1891 |
| PCW OSG | Edit | Staff Editor, IDG Games.net | San Francisco, CA | M. Wallace | P: 415-978-3240 | F: 415-974-7491 |
| PCW OSG | Edit | TipWorld Copy Chief | Flexible | J. Welp | P: 502-722-9272 | F: N/A |
| PCW OSG | Prod | Ad Production Coordinator (2 openings) | San Francisco, CA | E. Wayman | P: 415-978-3377 | F: 415-974-7491 |
| PCW OSG | Prod | Application Developer | San Francisco, CA | C. Lieberman | P: 415-978-2626 | F: N/A |
| PCW OSG | Product Development | Application Developer | San Francisco, Ca | M. Turner | P: 415-267-1758 | F: 415-442-1891 |
| PCW OSG | Product Development | Director of Information Services | San Francisco, Ca. | A. Block | P: 415-975-2640 | F: 415-442-1891 |
| Publish | Circ | Circulation Manager/Director | San Francisco, CA | K. McPhillips | P: 508-935-4531 | F: 508-935-4600 |
| Publish | Edit | Editor-in-Chief | San Francisco, CA | G. Gable | P: 415-978-3283 | F: 415-267-1720 |
| Web Publishing | Edit | Associate Editor JavaWorld | San Francisco, CA | M. O'Connell | P: 415-267-1710 | F: 415-267-1732 |
| Web Publishing | Edit | Associate Editor (WPI) | San Francisco, CA | T. Young | P: 415-267-1736 | F: 415-267-1732 |
| Web Publishing | Systems | Deputy Webmaster | San Francisco, CA | S. Henry-Stocker | P: 415-974-7313 | F: 415-267-1732 |
| Web Publishing Inc. | Sales | Account Manager, JavaWorld (WPI) | San Francisco, CA or possible East Coast | E. Ramirez | P: 415-267-1744 | F: 415-267-4570 |
| WEC | Conf | Conference Manager | Framingham, MA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| WEC | Conf | Show Director | Framingham, MA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |
| WEC | Sales | Sales Manager | Framingham, MA | T. Gump | P: 508-935-4766 | F: 508-935-4600 |

There isn't a thing that Bronnie doesn't do to keep the Irvine, Calif., team moving forward. Bronnie keeps up with three busy salespeople, does the bulk of the tech support, does some Notes development on the side, helps all the clients that come to our library, acts as "lead" for the West Coast-based customer service representative staff, and has trained people, as well. In addition, she handles the multitude of questions from software clients, many of whom are entirely new to IDC and, sometimes, to market research.

*Teamwork*
**Natalye Alter**
Inside Sales Representative
Strategic Accounts Group

Natalye has been a very critical part of Strategic Accounts' success for FY98 as basically the prototype for the FY99 inside sales rep role. Natalye was directly involved with almost $500,000 of new Continuous Information Service business for the group over the last two quarters.

### OPERATIONS AND ADMINISTRATION

*Teamwork*
**Julie Buchheit**, Copy Editor
Publishing Services and Technologies

In addition to her editing duties, Julie has unofficially taken on analyst training responsibilities. In this past quarter, she developed a presentation and flew to the Miami office to train the Latin American analysts on using the template and other PS&T procedures. As a result of her trip, the analysts in the Miami office learned many shortcuts and more efficient ways to work and should be more productive. In addition, Julie has done one-on-one training with all new analysts in Framingham on PS&T procedures.

*Customer Service*
**Marianne Nichols**
Senior Office Services Associate
Copy Center

Marianne has been with IDC for 13 years. She is a model for customer service and her dedication to IDC and to each employee knows no bounds. Marianne puts each and every employee first making sure that everyone gets their copy job by their critical deadline. This includes times when she has to re-run jobs, stay late or change her personal plans. In a recent quality assurance check, 96% of the time the copy center jobs were done on or before deadline. The remaining 4% were due to machine problems.

*Customer Service*
**Suzanne McMillen**
Accounting Manager
Finance

Suzanne is the finance liaison between IDC U.S. and IDC Canada. Without her effort, the conversion of IDC Canada's accounting systems would not have been so smooth. Suzanne has taken over the lead responsibility on international billing between IDC and its subsidiaries and has developed a great relationship with all of the international country managers and finance personnel. Her customer service and ability to streamline some of the processes has greatly reduced the number of disputed invoices. Suzanne has also trained the billing accountants, refined the billing system software and taken on new responsibilities.

*Customer Service*
**Karen Weston**
Group Operations Manager
Personal Systems and
Collaborative Technologies

Karen has been a true lifesaver in the Personal Systems Group because we were down to one group operations coordinator for many months. In a group that supports at least 20 programs, this placed a lot of stress on the entire group and Karen came through this difficult time with flying colors. In the midst of the turmoil, Karen continued to keep the client database updated, continued to have research arrive on client desks in a timely manner, and managed all administrative aspects of our department.

## ENGURASOFF IS A STAR

IDG WORLD UPDATE

ENGURASOFF

**The Star Card Program offers IDC employees a way to immediately recognize the work of their peers. Star Cards are given to each employee at the start of the fiscal year, and the employees can present the cards to co-workers for outstanding teamwork. A copy of the award sheet is given to IDC Human Resources, and the HR staff tallies the slips and gives quarterly and annual monetary awards to the IDC employee with the most Star Cards.**

**A total of 437 Star Cards have been given since the program started at the beginning of FY98. 197 different employees have received Star Cards. The person with the highest number of Star Cards during FY98 was Tatiana Engurasoff, receptionist at IDC West in Mountain View, Calif., who received 11 cards.**

## 1999 PC WORLD PRODUCT LINE MEETINGS

**LATIN AMERICA**
**Puerto Rico**
**March 3-5**

**ASIA**
**Kuala Lumpur**
**March 24-26**

**EUROPE**
**Rome**
**May 19-21**

***Contact: Nancy Jacobs, PCW***
***nancy_jacobs@pcworld.com***

## NEW ADDRESS FOR IDC CENTRAL EUROPE

**Male Namesti 13**
**Praha 1 110 00**
**Czech Republic**

**Tel: +420-2-21612260**
**Fax: +420-2-21612257**

## NOTEWORTHY

### NEW EMPLOYEES

**Kristy Koropp** joins *InfoWorld* as a sales associate, coming from Neopost where she was a national account manager. She holds a B.A. in government from St. Mary's College of California in Moraga and enjoys softball, tennis and "bashing" the San Francisco 49ers football team.

IDG WORLD UPDATE

CRESSE

*Computerworld* Copy Editor **Mary Cresse** has returned to her Massachusetts roots after a year and a half of editorial freelancing in New York (for *People* magazine) and in San Francisco (for the *San Francisco Chronicle*'s arts desk). She earned a B.A. in English from the University of Massachusetts/Amherst and has a few unpublished novels under her belt. A swimmer, Mary would like to hear from other local IDG employees who are involved in masters swimming programs.

IDG WORLD UPDATE

CONSILVIO

**Jean Consilvio,** most recently a copy editor for the *Metro-West Daily News*, is also new to the *CW* copy desk. She has a B.S. in management from Lesley College in Cambridge, Mass., and an arts certificate from Butera School of Art in Boston. Jean enjoys drawing and has recently taken up photography.

*Business units worldwide may send Noteworthy information to world_update@idg.com.*

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### IDC

*continued from page 1*

as a trainer, and **Kirsten Ludvigsen**, who was the manager of a major training division of an IT company before joining IDC as a program manager, teamed up with Senior Analyst **Susanne Arildsen** to develop a curriculum. "It's allowed us to leverage the multi-skilled resources we have," Andersen noted.

The agenda covers, among other topics, forecasting, tips for data collection, IDC Research Architecture (i.e., IDC proprietary research and presentation models and tools that give value-add to customers, such as IDC Leadership Grids and Top Share Generators), how to present data to customers and how to ensure the quality of research.

More than 20 analysts from IDC offices throughout Europe participated in the first two workshops in October and November. "The case studies were excellent; they covered a lot of everyday issues for me like project planning, how to actually deliver results and create presentations." said Research Analyst **Katy Hartley** of IDC Benelux in Amsterdam. **Sheila McGovern** of IDC U.K. said she learned a lot not only from the rigorous class work but also from an after-dinner talk on a salesperson's point of view about market research. "It was good to interact with new people at IDC and to exchange ideas from different markets," said **Gabriel Coimbra** of IDC Portugal.

IDC Nordic plans to offer advanced courses in the future. Andersen expects that as training calls for more detail on different research areas, specialist instructors from other IDC offices will be used, as well.

While some of the training content is Europe-specific, most of the course is appropriate for IDC analysts outside Europe. The next workshop for new analysts is scheduled for Feb. 1-2, 1999. Each participant's office covers the direct costs of the training: $850 for the two-day workshop includes accommodations, meals and materials.

IDC Nordic has also introduced a client version of its market research training program for current and prospective customers who want to improve their understanding of the IT and telecommunications industries.

The one-day course, which debuted in October and will likely be repeated in the coming months, focused on qualitative and quantitative research and forecasting methods.

For more information on either program contact **Per Andersen** at pandersen@idc.com.

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## IDC PLANS U.S. ANALYST TRAINING PROGRAM IN 1999

**IDC U.S. is planning to adapt IDC Nordic's analyst training course and roll out the program for U.S. employees in February 1999.**

**Two experienced IDC analysts from the U.S., Jill Frankle, program manager, Consumer Internet and Mark Levitt, research director, Collaborative and Intranet Computing, attended one of the IDC Nordic workshops to determine how some of the content could be used in the U.S.**

**"Attending IDC Nordic's training proved to me that IDC can offer practical skills training for its analysts," Levitt said. "The training materials, case studies and classes created by [IDC Nordic Managing Director] Per Andersen's team were very comprehensive and polished. This is good news for a company where analysts have traditionally been expected to learn by doing, guided by managers and mentors who typically learned on the job as well. The IDC Nordic training is a great example of how IDC can look inward for best practices developed over the years."**

**According to IDC Human Resources Representative Amy Shluger, IDC plans to hire an outside instructional design firm to work with experienced IDC analysts to create more advanced training modules for experienced analysts. These training modules will include a large number of case studies for experiential learning. The advanced courses are slated to begin in April 1999.**

**For more information on IDC's U.S. training, contact Amy Shluger at ashluger@idc.com or tel: 508-935-4133.**

## MACWORLD & PUBLISHING EXPO

*continued from page 1*

publishing industries, will be the home of the new DigiMedia '99 show, which will be presented by Macworld & Publishing Expo, and the Imprinta and Komm-Conference shows, which focus on pre-press and printing, and online and Internet marketing, respectively. DigiMedia will, therefore, incorporate the Mac technologies, the print sector and the fast-growing Web publishing arena. IDG will bring its Macworld & Publishing Expo customers and expertise to DigiMedia and will handle marketing and public relations for the event.

"We are most pleased that the strength of IDG in the information technology market has joined forces with two of the world's leading exhibitions to form DigiMedia '99, which reflects the converging of the computer and print industries," said **Stephan Scherzer**, IDG Magazine publisher. "The Macintosh platform can only benefit from this event."

Consumer interest was down at this year's Macworld & Publishing show, however, reflecting the German market conditions for the Macintosh platform.

"The iMac is not selling that well in Germany," said Brigitte Solbach, managing director of K+S Show Management, Macworld & Publishing's organizer. "The Mac platform used to be the best publishing platform. Now a lot of other cross-platform companies have come into the market. However, we advertised the show this year with ads directed to the design and graphic arts markets and ran ads that were not only Mac-directed."

More than 97% of attendees of this year's Macworld & Publishing Expo came for professional reasons, with the advertising/creative industries representing 53% of those attending and the print/new media industries accounting for 26%. The accompanying conferences also garnered great interest. The Fogra Conference on computer publishing had 300 registered participants. The Digital Theater was the stage for presentations on new industry trends and round-table discussions, and the Digital Solutions Center offered a hands-on showcase on database publishing.

For more information on DigiMedia, contact Sandra Winter, K+S Show Management at swinter@ksmesse.de.

### UPCOMING MACWORLD EXPOS

**Macworld Expo/San Francisco**
**Jan. 4-8, 1999**

**Macworld Expo/Tokyo**
**Feb. 18-20, 1999**

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## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

### TWENTY-TWO YEARS

Claudiney Santos - IDG Brazil

### TWENTY-ONE YEARS

Shirley Horrocks - IDC U.K.

### EIGHTEEN YEARS

Susan Perry - Computerworld

### SEVENTEEN YEARS

Sylvia Stier - IDG Germany

### FIFTEEN YEARS

Birgit Götz - IDG Germany

### FOURTEEN YEARS

Klaus Uhe - IDG Germany
Christopher Glenn - Computerworld

### THIRTEEN YEARS

Andrea Kühler - IDG Germany
Klavs Andersen - IDG Denmark

### TWELVE YEARS

Marianne Kraus - IDG Germany

### NINE YEARS

Sylvia Krammer - IDG Austria

### EIGHT YEARS

Constantino Cialfi - IDG Italy
Michaela Maack - IDG Germany
Stefanie Ferstl - IDG Germany
Meryl Salter - IDC U.K.
Jorge Garrido - IDG Argentina

### SEVEN YEARS

Marion Bauer - IDG Germany

### SIX YEARS

Manuela Guerra - IDG Spain
Mihály Sipos - IDG Hungary

### FIVE YEARS

Maureen Molloy Holmes - IDC

### FOUR YEARS

Jette Søe - IDG Denmark
Patricia Rickett - IDG Books
Emilia Borecká - IDG Czechoslovakia
Jaroslava Neumannová - IDG Czechoslovakia

### THREE YEARS

Jürg Reimann - IDG Switzerland
Alexander Hüls - IDG Germany
Anna Yap - IDG Singapore
Mona Andersen - IDG Denmark
Rune Michaelsen - IDG Denmark
Deborah Stailey - IDG Books
Gina Carullo - IDG Books
Kathleen Angelone - Computerworld
Jaroslaw Lozinski - IDG Czechoslovakia
Pavel Krami - IDG Czechoslovakia

### TWO YEARS

Tehmasp Parekh - IDC Hong Kong
Gigi Law - IDC Hong Kong
Ryoji Miyauchi - IDG Japan
Takashi Okimoto - IDG Japan
Shigeru Nakabayashi - IDG Japan
Shogo Kawamura - IDG Japan
Kelli Beth Smith - IDG Books
Lionel Lucas - IDG Books
Andrea Lopez - IDG Books
Tracy Thomsic - IDG Books
Laura Marinone - Computerworld

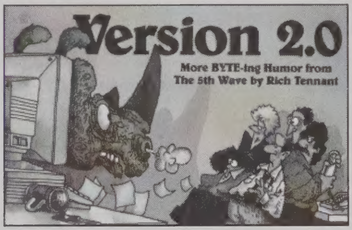
### ONE YEAR

Hyun-Ju Kim - IDC Korea
Alexander Mohn - IDG Germany
Francesco Corra - IDC U.K.
Tim Stedman - IDC U.K.
Takafumi Kizaki - IDG Japan
Fumiaki Azegami - IDG Japan
Marianne Gjerlufsen - IDG Denmark
Maria Jensen - IDG Denmark
Felix Thommen - IDG Switzerland
Karen Lee Hattan - IDG Books
Steven Sayre - IDG Books
Frances Rosenberg - IDG Books
Debra Williams - IDG Books
Laura Lewin - IDG Books
Paul Farrell - IDG Books
Ann Lush - IDG Books
Kathleen Melymuka - Computerworld
Robert Pietsch - Computerworld

## OFF LINE

**It's that time again!**

**Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, Jan. 5, 1999.**

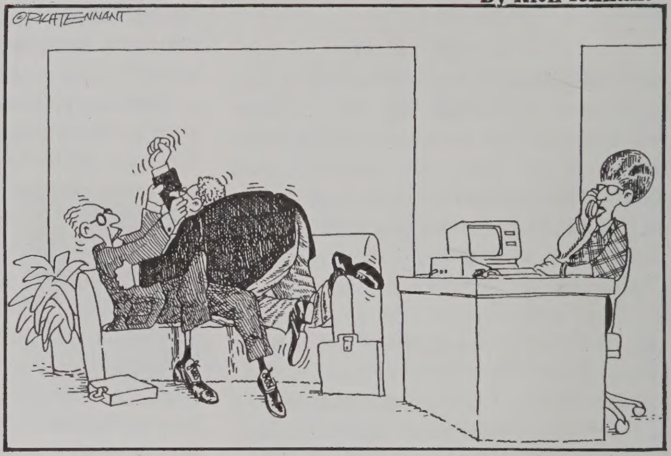


**The IDG employee with the most humorous submission will have a choice of receiving either a copy of Rich Tennant's newest book of cartoons, *Version 2.0,* or an "Off line" T-shirt imprinted with an original Rich Tennant cartoon. Honorable mention winners will receive an *IDG World Update* pen.**

**Fax your creations to 617-423-0712, or e-mail them to world_update@idg.com.**

**Have fun!**

The 5th Wave By Rich Tennant



IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries. IDG also produces 168 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The *IDG World Update* staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 49 December 7, 1998

**NEW ZEALAND RESELLER NEWS WINS MPA AWARD FOR BEST NEW LAUNCH**
**PAGE 2**

**ON LINE: IDG NETHERLANDS' PAUL MOLENAAR CONCLUDES HIS COLUMN**
**PAGE 3**

**IDC RECOGNIZES TOP PERFORMERS IN EUROPE**
**PAGE 5**

# IDG WORLD UPDATE

**PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE**

## *InfoWorld*'s Impact Marketing Division Hits Home Run for Qwest

### Custom publishing group offers wide array of options to growing number of clients

**INFOWORLD IMPACT MARKETING'S** ***Hillary Green,*** *business development manager, and* ***Tom Grimshaw****, director.*

When executives at Qwest, the hard-charging, all-digital communications company, sought the right medium to broadcast its marketing message to the IT world, it looked no further than *InfoWorld*'s Impact Marketing division.

**• CONTINUED PAGE 2 •**

## IDC Honors High Achievers at Worldwide Sales Meeting

MARYANNE SINVILLE

**THE IDC WORLDWIDE SALES MEETING DREW PARTICIPANTS FROM AROUND THE** *globe. Among the attendees: Front (L-R):* ***Laura Nurzynski****,* ***Mary Musgrave****,* ***Lisa McCoy****,* ***Liz McPherson*** *and* ***Katie Bowen*** *(all from IDC in Framingham, Mass.). Back (L-R):* ***Nathan Hill****, IDC Asia/Pacific;* ***Barbara Nash****, IDC Framingham;* ***Mark Winther****, IDC New York;* ***Puff Welsh****, IDC Texas and* ***Ruth Sager****, IDC New Jersey.*

IDC recognized its outstanding sales achievers of the past fiscal year during the IDC Worldwide Sales Meeting on Oct. 8 in Monterey, Calif.

IDC Senior Vice President **Don Best** said that FY98 was a challenging year for the IDC sales force. "There were many curveballs thrown from the market, most notably several large mergers and acquisitions," he noted. Typically, mergers mean consolidation of research spending, as companies look to benefit from the efficiencies of mergers. "However, due to the skills of our salespeople, and the quality of IDC's research, we were able to overcome these challenges and increase our market share in each of the merged or acquired companies, while our competitors lost share."

Best noted that overall accomplishments in the U.S. have included increased business within IDC's largest accounts, the addition of new second- and third-tier vendor accounts, including many hot new start-ups; and the continued expansion of IDC's user business.

**• CONTINUED PAGE 4 •**

# *New Zealand Reseller News* Fares Well in MPA Awards

The *New Zealand Reseller News* team picked up a "Highly Commended" award (runner-up) in the New Launch category at the annual New Zealand Magazine Publishers Association awards.

According to IDG New Zealand staff, attendees at the awards evening were impressed that a strictly industry-orientated and circulated publication was able to succeed in an event dominated by well-known New Zealand consumer magazines.

Launched in July 1997, *New Zealand Reseller News* is published 24 times a year and has a circulation of 3,000. It is the country's only specialist publication for value-added resellers, vendors, distributors, dealers and retailers.

**NEW ZEALAND RESELLER NEWS EDITOR RICHARD WOOD (LEFT) AND PUBLISHER *Bob Pinchin*** *(right) flank Laurance Feehan from MPA awards sponsor NZ Post.*

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## IMPACT MARKETING

*continued from page 1*

Working from the ground up with the Qwest marketers, the Impact Marketing team generated *Connections To The 21st Century*, a colorful and information-packed, four-page supplement that marked Qwest's initial foray into direct messaging to the IT buyer. Published in *InfoWorld* this fall, *Connections* is one of a growing number of InfoWorld Impact Marketing projects striking a resonant chord with vendors of all sizes.

### Established and new clients

"We've hit upon a formula that's proving attractive both to established advertisers and to new prospects," said **Tom Grimshaw**, director of Impact Marketing. "We now have the widest array of custom publishing choices that advertisers can find anywhere, and we are far from finished innovating."

For example, *InfoWorld*'s 20th anniversary issue on Oct. 26 (all 300 pages-plus of it) sported a 28-page, tab-sized Impact Marketing extravaganza, nestled in the center spread. Called *Great Minds, Brilliant Visions,* the supplement featured interviews with the chief technology officers of 11 leading vendors, as well as 21st-century technology "wish lists" of four top CIOs.

"*Great Minds* was an enormous success for Impact Marketing, carrying 13 tab-size ads in addition to some outstanding stories and articles," said **Shannon Dolan**, *InfoWorld* director of business development. "It had a unique editorial focus that spoke directly to the people who will engineer the technology of the new millennium and to those who will deploy it. *Great Minds* was a tremendous success, as well as an emblem of the range and breadth of products Impact Marketing can offer our advertisers."

At present, the Impact Marketing projects fall into two broad categories, including sole-sponsored and multi-sponsored supplements. Grimshaw and his team are finding an increasingly receptive audience for the sole-sponsored supplements among new advertisers and prospects.

### Single-sponsor appeal

"Very often the single-sponsored supplements carry a lot of appeal to smaller advertisers seeking maximum impact from their limited budgets," noted **Hilary Green**, Impact Marketing's West Coast business director.

For example, *InfoWorld*'s Comdex issue on Nov.16 carried an eight-page Impact Marketing supplement titled *Cool Companies, Hot Products.* Seven small companies, several of them first-time *InfoWorld* advertisers, sponsored the supplement, each getting a full page of editorial crafted by Bill Laberis Associates, which produces all Impact Marketing supplements on a turnkey basis. Subsequently, three of the advertisers extended their relationship with *InfoWorld* by signing on for display ad space.

### A complete package

"We offer these advertisers a complete package that includes a supplement circulating to the complete *InfoWorld* readership, supplement overruns for their marketing and sales team, a posting of the supplement on InfoWorld Electric, and other merchandising items that, in total, comprise super value for our customers," Grimshaw said. "The proof's in the pudding."

That proof, according to *InfoWorld* President **Stephen Moylan**, has been the rapid growth of the Impact Marketing division since Grimshaw took the reins 18 months ago.

"Tom and his team work closely with the *InfoWorld* sales team on all of the projects they produce. This united front creates a winning environment that delivers total customer service and satisfaction," Moylan noted. "This team effort is really paying off. The Impact Marketing group is growing by leaps and bounds and giving our customers new and exciting methods to reach their most valuable customers."

## ON LINE

**PAUL MOLENAAR**

*The managing director of IDG Netherlands is this week's guest columnist. Part 1 appeared Nov. 30.*

### IDG NETHERLANDS AT-A-GLANCE

**Location:** Haarlem, the Netherlands

**No. of Employees:** 71

**Established:** 1984

**Products:**
*Computer!Totaal* (*PC World*)
*Net Magazine*
*LAN Magazine*
*Publish* (formerly *Macworld*)
*E/Merce* (electronic commerce)
*InfoWorld*
*ComputerPartner*
New Media: television gameshows converted to CD-ROM, courseware (Windows 98, computer encyclopedia).
WebWereld (http://www.idg.nl)

**Q Is WebWereld still among the best-known Web sites in the Netherlands?**

A Actually, WebWereld has grown from No. 11 overall in 1997 to be the No. 4 Web site of the Netherlands. This is in part due to the introduction of Vindex, our "find" engine (as opposed to "search" engines), which is a great way to do cheap research into the most popular topics on the Internet and also generate a lot of ad views. Also the renting of keywords is very popular and profitable on this "find" engine. As an example: All search-topics relating to sports are now rented by a soccer site, so a search for "soccer" will generate not only a list of soccer-related sites but also will show that site's ad.

By the way, business units wanting to run this "Automized Adview and Therefore Money Generator" can contact me: paul@idg.nl.

**What projects have your multimedia department been involved with lately?**

We're slowly moving the multimedia department into producing more titles relating to the magazines and/or the IT environment. We found that although we've gained a lot from making the Rijksmuseum CD-ROMs [with multimedia content devoted to the Amsterdam museum's exhibits and best-selling books; *see IDG World Update Online, June 16, 1997*], this area was not generating the kind of margins we like to see. However, our television-related CD-ROMs are very profitable, since we're producing annual updates (the Microsoft approach) that sell for the full sum. The discs contain game shows, essentially the local equivalents of "Wheel of Fortune," that are converted to CD-ROM.

**You've said one of your goals for the coming year is to diversify your revenue stream and add activities/brands to the current magazines. Can you elaborate?**

Europe is experiencing the top of an economical cycle right now, and the economy is growing. But the economy is now growing at a slower pace than it has done over the past years. It is our experience that in downward cycles, it is very hard to convince companies to maintain the same level of advertising spending as they had in the "good" years, although, of course, we have excellent arguments to do so. It is therefore a safer approach to increase the number of products that make their margin on readers/buyers and bring some more balance in our revenue stream. Of course, we're already producing CD-ROMs, of which close to 100% of revenue is reader-based, but we've also indicated to IDG Books that we're interested in licensing their technology books. We're also doing a joint-venture with an exhibition, and we've discussed selling channel research in close cooperation with IDC. Also, it is likely that we will start courseware.

**Name some things that characterize life at IDG Netherlands.**

Apparently the most shocking aspect of IDG Netherlands is our beverage vending machine. Not the fact that we have one, but the fact that by pressing the 'Bier' button, a nicely cooled can of Grolsch beer will roll out. This amazes most foreign visitors to our office. As the Dutch are used to seeing coffee shops (which are not coffee shops but rather soft drug retailers) on every street corner, we hardly notice this. Of course, vending alcohol requires strict guidelines so we made everyone promise not to be drunk before noon. (Actually, no alcohol is allowed before 4:30 or 5 p.m. This is strictly adhered to without it being enforced.)

Also we must be one of the few business units in the world that allows staff to ice skate to the office whenever the river outside our office is frozen. And it is my guess that not many business units have the luxury of being able to organize a beach barbeque every summer: the North Sea beach is only 20 minutes away from our office. Furthermore, staff took the initiative of launching BorrelWorld, a get-together that sometimes involves wine-tasting, music etc. Having fun is considered serious business here in the Netherlands. The results prove it.

**Do you have any other new projects ahead in 1999?**

Yes. Too many. We are taking part in the new IDG online recruitment initiative "Job Universe" now under development. This new IDG business (based in Ireland in partnership with our Irish partner ComputerScope) will provide the technology to allow us to enter the local online recruitment market quickly and cost effectively, a logical step after conquering much of the display ad market. In the Job Universe model, IDG recruitment ad sites will send their job listings to the Job Universe "portal site," which plans to become "the global source for IT Jobs." The Job Universe site will in turn drive incremental response back to the local sites and their advertisers.

## IDC

*continued from page 1*

Best cited two statistics that contributed to IDC's ccomplishments: IDC worldwide sales grew by 21% in FY98 over last year, and an impressive growth of 23.1% for IDC's Continuous Information Services in the U.S.

*View more photos from the meeting on the Web at (http://idgworldupdate.com).*

U.S. SALESPERSON OF THE YEAR
Best overall performance
against plan
**Carla Nash**
121% of plan

ROOKIE OF THE YEAR
**Steve Phillips**
107% of plan
Given to the sales individual who has completed six to 15 months of service at IDC. Highest overall achievement against plan.

MAJOR ACCOUNT
SALESPERSON OF THE YEAR
**Denise Haines**
100% of plan

STRATEGIC ACCOUNT
SALESPERSON OF THE YEAR
Carla Nash
121% of plan

GROWTH ACCOUNT
SALESPERSON OF THE YEAR
**Randi Siegal**
97% of plan

CIS ACHIEVER OF THE YEAR
**Steve Phillips**
129% of CIS plan

CIS HIGH FLYER OF THE YEAR
**Carla Nash**
Over CIS plan by $670,727

CONSULTING
SALESPERSON OF THE YEAR
**Jose Rodriguez**
(Also received this award in FY97)
100% of plan

NEW CIS BUSINESS DEVELOPMENT AWARD
**Steve Phillips**
For Growth and Strategic Accounts only. For largest dollar amount of CIS business conducted at new accounts (defined as net new companies that had not done CIS business with IDC for 15 months or longer).
New CIS business of $898,250

MAJOR CIS BUSINESS
DEVELOPMENT AWARD
**Ken Hoyt**
For Major Accounts only. For the largest incremental dollar CIS growth at one specific account.
IBM grew by $1M

### PRESIDENT'S AWARDS

COUNTRY SALESPERSON
OF THE YEAR
**Lucy Docherty,** IDC U.K.
Given to the IDC country salesperson, who has achieved a combination of high bookings results and high customer service.

SALES EXCELLENCE
**D.H. Oh**, IDC Korea
Given to the IDC salesperson, from any country or region, who has displayed sales excellence as evidenced by bookings achievements, customer satisfaction, and teamwork, and who has gone above and beyond what is expected of an IDC salesperson in the pursuit of IDC's business objectives.

Oh was cited for outstanding, above plan sales performance at IDC Korea in the face of a severe regional financial crisis. He accomplished this by acting simultaneously as the IDC Korea country manager and has laid the groundwork for future success in Korea.

### REGION-SPECIFIC AWARDS

**Nathan Hill**, Vice president
IDC Asia/Pacific
For excellence in achieving on-plan bookings and generation of over 60 new CIS clients in FY '98.

**Tracey Hutchison**
Director, Sales and Marketing
For excellence in developing IDC Canada's sales operations and growing business with Major Accounts.

**Steve Poelking**
Account executive
In recognition of doubling IDC Canada's revenues due to 100% growth his accounts.

**Y.S. Hong**
Senior sales executive
For excellence in customer service for new and continuing customers in the inaugural year of the IDC Korea subsidiary.

### FOUR SPECIAL AWARDS

In addition to the sales awards, four special awards — three voted on by peers, one by clients — were presented to IDC employees for providing outstanding service to peers and customers.

RESEARCH CHAMPION
**Clare Gillan**
Voted by the sales force and given to a researcher who has been most helpful and supportive of IDC's sales efforts.

CORPORATE CHAMPION
**Kathy LaPorte**
Voted by the sales force; given to an individual from an administrative/operations department — IS, IP&S, marketing, finance, library, etc. — who has been most helpful and supportive of IDC's sales efforts.

SALES CHAMPION
Tie: **Steve Fontaine**
and **Dick Denechaud**
Voted by the analysts and presented to the salesperson who has been most helpful to the research community during FY98.

CUSTOMER SERVICE/SUPPORT
Tie: **Ray Boggs** and **Lee Doyle**
Clients who attended IDC's recent Global Research Advisory Council and the Strategic Research Advisory Council meetings in October were asked to vote for the analyst who provided the best customer service and support throughout the year.

*Job Opportunities - December 7,1998*

**Electronic & Desktop Publishing Manager (IDC)**
This person will be responsible for managing the throughput process of all IDC research documents through the traditional publishing process to IDC's intranet and Internet web sites. You will lead a team of 6-8 DTPs/ePubs. You will be the primary interface between the DTPs and the analysts to ensure accurate and timely delivery of research materials. This person will also work with software engineers to refine the throughout process (macros, templates, etc). The ideal candidate will have at least 8-10 years of publishing experience, with at least 3 years experience in a fast-paced document production department. The ideal candidate will possess strong PC skills, an advanced knowledge of Microsoft Word/Excel and creating business graphics using PowerPoint and DeltaGraph, as well as a working knowledge of Illustrator and Lotus Notes. A proven publishing/layout ability with other programs (Quark, Pagemaker, Framemaker, etc) is also essential. Outstanding communication and decision-making skills is required. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4610, Phone: 508-935-4302, Email: idc_jobs@idc.com

**Research Analyst, Printers (IDC)**
IDC's Peripherals Research group is seeking a Research Analyst in the ever-changing computer printing marketplace. This market is evolving in response to document distribution changes, growth in the home and small business markets, the Internet, digital photography, and other digital products. Conducting and writing research, market presentations, client support, and assisting on consulting projects are the main responsibilities of this position. Experience in the IT, printer, or peripherals markets is required. Strong analytical, writing, quantitative/spreadsheet, public speaking, and interpersonal skills are also required. Market research experience is preferred. *Location: Framingham, MA*
Contact: S. Brown, Fax: 508-935-4610, Phone: 508-935-4099, Email: idc_jobs@idc.com

**Software Product Manager (IDC)**
You will be responsible for the process management which includes the management of multi-client projects (in concert with marketing) and developing and implementing (in concert with sales and marketing) a process for prospect life cycle management. You will create and manage the process of developing content for and executing on prospect tele-briefings, including integrating sales in the identification of prospects, invitation, and follow up. You will manage the process of developing and communicating product transitions to sales and customers including presentation materials, and develop a process for promoting all reports via press releases, IDCNet posting, and email mailings, etc, (in concert with sales, IDCNet, and report telemarketing). You will develop and maintain a process for collecting the research prospectuses for all global software programs, and publishing them to analysts, sales, and customers on a quarterly basis using the Notes discussion DBMS and IDCNet. In addition, you will develop a process for selling ShareCaster pivot tables over the Internet through IDCNet, including a marketing campaign to IDC customers and advertisement on IDCNet as well as a maintenance process for refreshing data in the various regional DBMSs. In addition, you will manage the entire Markets and Trends data collection process year-round from market definition to final report production and database freeze worldwide. This includes the management of the "Software Summits" each fall to produce forecasting guidelines. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4610, Phone: 508-935-4302, Email: idc_jobs@idc.com

**Telesales Representative (IDC- 2 openings)**
IDC is seeking a sales professional who will be responsible for selling IDC products and services via the phone, and will be a key contributor to the continued high growth of IDC's report and reprint sales team. Will generate incremental revenue from existing customers via proactive telesales and marketing activities, thus increasing the overall value realized by our customers. Identify, cultivate, and close new business opportunities through targeted, results-oriented, outbound sales and marketing campaigns. Facilitate the communication of sales prospects and customers with IDC's Strategic, Growth, and Major Account Sales Organizations, as well as with IDC's research analysts. Requires two or more years of successful sales experience (preferably phone-based) in a fast-paced, high-volume sales environment and knowledge of the Information Technology market. IT market research sales experience preferred. Successful candidates will have proven telephone selling and customer relationship skills, to all levels within an organization. Must have excellent organizational and communication skills, and have demonstrated ability to work independently and in a team environment.
*Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

**Copy Manager (IDG/B)**
This position will play a key strategic role in the Product Packaging Department. The candidate will be responsible for overseeing the strategic direction and copywriting of all cover copy and catalog copy for IDG Books Worldwide computer and general trade book publishing programs (including the best-selling "...for Dummies" series) using outside freelance resources. This individual will also be responsible for creating cutting-edge attention-getting positioning copy and head up the intense brainstorming efforts to title and position though copy new product lines. Requires a B.A. in English, Journalism, Communications, or equivalent and 4+ years of management experience in an agency or high tech environment. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Web Development Manager (IDG/B)**
This position is responsible for the technical and production functions of the On-line group as well as strategizing and implementing technology to improve the IDG Books web sites. Skills must include Perl, C/C++, HTML, SQL, JavaScript, Windows NT 4, mod-Perl, CGI, TCP/IP, Netscape servers and Apache server. Successful candidate will have excellent communication skills, project management, the ability to communicate technical solutions to non-technical people and management experience. 3+ years of professional experience in software development, on-line services or commercial Web sites. *Location: Foster City, CA*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Volume 3, Number 10

December 7, 1998

# IDG U.S. UPDATE

PUBLISHED MONTHLY FOR IDG EMPLOYEES IN THE U.S.

## New Networld World Council Benefits Local Communities

SANDY WEILL

**NETWORK WORLD'S COMMUNITY SERVICE COUNCIL. BACK (L-R): MAUREEN WHITING, *Mary Kaye Newton*, *Lisa Smith*, *Monica Brunaccini*, *Carla Cappucci* and *Ann Sullivan*.** *Front (L-R):* ***Marlo Matoska*, *Danielle Caldwell*, *Melissa Bartlett*** *and* ***Sharon Chin***. *Members not pictured:* ***Deb Lovell*, *Cindy Panzera*, *Ann Jordan*, *Jim Grisanzio*, *Jill Keaveney*, *Debi Vozikis*, *Paul Desmond*** *and* ***Amy Schurr***.

The newly formed Network World Community Service Council (CSC) has quickly accomplished its dual goals: building a strong inner community within Network World while getting the company more involved with Framingham, Mass.-area communities.

Employees began organizing the group this fall, in part as a way for the growing staff to get to know each other better. The 18-member council meets once a month for an hour to propose ideas for projects, which anyone at Network World can participate in.

The ideas have been plentiful and the results impressive. A coat collection effort yielded 60 coats and blankets that were donated to the Massachusetts Coalition for the Homeless. Later, a book drive netted more than 250 titles for Lutheran Social Services in Natick, Mass., which distributes books to adult and young agencies throughout New England.

Last month, the council sponsored a Chili Cook-Off that raised more than $800 for A Place To Turn, a non-profit organization in Natick that assists low-income individuals and families. The eight Network World chefs had to raise at least $50 in sponsorships to participate (one enterprising chef displayed the business cards of his sponsor next to his

• CONTINUED PAGE 3 •

## Three Benefits Changes Slated for Jan. 1, 1999

Three changes have been made to the IDG Corporate Benefits package, effective Jan. 1, 1999:

1) New Prescription Drug Program.

2) New California network.

3) Expanded network in three regions: New England, Georgia and Texas.

### 1) PCS TO PHARMACYACCESS

Previously offered through PCS, the Prescription Drug Program for the IDG Health Plan will be now offered through Pharmacy*Access*, a Wellpoint /Unicare-owned network. Pharmacy *Access* has been in business for 10 years and has a very elaborate and inclusive network of pharmacies.

Highlights of the new program:

- No changes to the current level of benefits.
- New prescription card to be used beginning Jan. 1, 1999.
- Co-payments and the process for filling prescriptions will remain the same.
- New Customer Service number for pharmacy and prescription questions: 1-800-822-4542.
- New 24-hour pharmacy finder service: 1-800-822-6167.
- For Medical Flexcible Spending Account participants, co-payments will be automatically reimbursed.

• CONTINUED PAGE 3 •

# TRAVEL UPDATE

## IDG Renews Contract with Avis

IDG has signed a renewal contract with Avis awarding them our primary car business once again. With the new contract, daily city surcharges for Boston ($8.00), San Francisco ($8.00), and Los Angelas Airport ($5.00) have been waived again, as well as including waiving a new daily city surcharge — Atlanta ($3.00). These four cities represent top markets for IDG and substantial savings year end.

Avis recently rejoined United's Mileage Plus program as a frequent flyer partner, offering 50 Mileage Plus points per rental day on qualifying paid rentals at participating airport locations worldwide.

In addition to partnering with United, Avis is also a partner of Air Canada, Alaska Airlines, American, America West, Continental, Delta and both Hawaiian and Aloha Airlines, as well Hilton's HHonors program and Hyatt's Gold Passport program.

Between now and Dec. 15, Avis is offering a "Have It All" promotion, whereby it offers triple frequent flyer miles or hotel points on qualifying rentals worldwide when your rental of two or more days includes a Saturday night.

## Valet Parking Begins at Logan's Terminal A

Premiere Curbside Valet has announced that it will begin curbside valet service at Terminal A sometime before Thanksgiving, depending on construction of the drop-off location and final stages of other operational factors.

The program will initially run in Terminal A only (where Continental, Frontier Airlines and Midwest Express operate), but it is anticipated that the service will expand to other terminals.

Travelers using the valet service will be able to pull up on the upper level of Terminal A; cost for the service will be $36.00 each for the first and second day, and then $30.00 for every additional day. There are no weekly rates, and the fee includes the parking charge and the valet service.

## AXI Interactive Travel Sweepstakes

Effective Tuesday, Nov. 24, IDG will be participating in an American Express-sponsored drawing whereby an IDG traveler can win a pair of tickets good within the continental U.S. by purchasing an airline ticket using AXI. One set of tickets will be drawn for every 50 bookings. For more information, or to obtain more information regarding the AXI interactive booking product and a user ID, contact **Paul Carlin** at 508-820-8645 or paul_carlin @idg.com.

## Four Seasons/ AT&T Promotion

Four Seasons and AT&T are offering a promotion now through March 31, 1999, whereby when you stay two or more nights at any participating Four Seasons Hotel at any published rate, and mention your AT&T calling card, you will receive a City Pleasures Certificate worth $100.

This certificate can be used towards another stay, a gourment dinner, a plush terry signature robe and more. It can be used during the initial stay or at a later date, or you can collect more certificates with each stay and use them together.

The following Four Seasons hotels are participating in the promotion:

Atlanta, Berlin, Boston, Chicago, The Ritz Carlton Chicago, Houston, Istanbul, Lisbon, London, Los Angeles at Beverly Hills, Mexico D.F., Milan, New York, The Pierre—NY, Newport Beach, Philadelphia, Seattle, Singapore, Tokyo at Chinzan-so, Toronto, Vancouver, and Washington, D.C.

For more information regarding the promotion, please call 1-800-474-5806.

## Did You Know....

United has changed the schedule for Boston-San Jose, Calif., flights. The new timetables are:

- UA Flight #233 departs Boston at 8:30 a.m., arrives San Jose at 11:56 a.m.
- UA Flight #234 departs San Jose at 12:50 p.m., arrives Boston at 9:17 p.m.

American Express is planning its first euro-denominated travelers checks available in 50, 100 and 200 euro which will be made available for the launch of the European Monetary Union Jan 1.

United Airlines fliers moving between Los Angeles International's terminals 6, 7, and 8 will no longer have to go through security twice, as United has moved their checkpoints.

Alaska Airlines companion ticket fares are good for West Coast travel by April 2, 1999, and tickets must be purchased by Dec. 2, 1999.

American Airlines has postponed the start of its Boston-Tokyo and New York-Tokyo flights.

TWA is slated to begin non-stop flights from Boston's Logan Airport to San Juan , Puerto Rico beginning Feb. 3, 1999.

Traveling overseas? Passport applications and renewal applications, as well as visa processing, are available through IDG Corporate Travel offices in Framingham and San Francisco.

## BENEFITS

*continued from page 1*

*Note:* For complete details about Pharmacy *Access*, see the enrollment package, including the new prescription card, that will be shipped to participants' homes in mid-December (previously, kits were distributed at employees' offices) or contact your HR representative,

### 2) WELCOME PRUDENT BUYER

The new California network for the IDG Health plan, Prudent Buyer, is owned and operated by Wellpoint/Unicare.

Some of the new features include:

- Expanded network of providers. Check your new directory for provider information. If your provider is not in the network, you can obtain a Provider Recruitment Form from your HR representative.
- New cards to be used beginning Jan. 1, 1999.
- Faster claim processing.

*Please note:* For employees who are undergoing treatment for a serious or ongoing condition whose provider does not participate in the Prudent Buyer network, IDG has worked with Unicare to make the transition as easy as possible. Upon approval, qualifying employees may be eligible to receive a grace period during which they may continue receiving care from a non-network provider at the network rates. Any employee who may be eligible for the grace period should contact CostCare Account Executive Tammy Cross at 1-847-843-2211 or 1-800-358-4585. Each case will be handled individually and will only be considered if the employee makes the initial contact prior to Jan. 1, 1999.

Prudent Buyer ID cards and provider directories will be distributed to California employees at their offices during December. For complete details about the Prudent Buyer network, contact your HR representative.

### 3) UNICARE EXPANDS NETWORKS

Along with ongoing expansion of their networks, Unicare is phasing out the "Signature Preferred" brand, as it was previously a John Hancock term. The "Signature Preferred" brand has been replaced with the term "Classic."

The first phase of this change will impact participating employees in New England, Texas and Georgia. *Note:* These employees will receive new Unicare provider directories and ID cards from their HR representatives in December.

#### Expanded networks in New England and Georgia

More providers and hospitals in Massachusetts and Georgia have been added to the Unicare Classic Network. An updated list of these providers and hospitals is included in the provider directories.

#### Network changes, expansion in Texas

More providers and hospitals have been added to the Unicare Classic Networks in the Dallas and Houston areas. An updated list of these providers and hospitals is included in the provider directories.

Beginning Jan. 1, the Austin, Texas, region, formerly part of the CappCare network, will also be serviced by a Unicare Classic network. *Note:* Employees in this region will have changes to their claim billing address which appears on the new ID card.

Remember, all of these changes go into effect Jan. 1, 1999. For more information, contact your HR representative.

## CONFIDENTIAL ASSISTANCE AVAILABLE

**Many business units at IDG offer their employees access to an Employee Assistance Program (EAP). An EAP program is designed to help employees and their family members cope with a wide variety of stress-related issues. The purpose of an EAP is to provide short-term confidential counseling, crisis intervention, and assessment and referral services as needed. The cost of the counseling sessions is prepaid by your business unit and your use of EAP is strictly confidential. *Note:* No information can be released to anyone without your written consent. Contact your HR representative to see if your business unit provides this benefit.**

## NETWORK WORLD

*continued from page 1*

Chili Champ
SANDY WEILL

CHILI FROM THE KITCHENS OF ***Karen Lincoln*** *and* ***Bill Reinstein*** *earned first- and second-place votes, respectively, from discriminating Network World diners.*

crock pot) and employees paid $5 (or the equivalent in canned goods) for the chance to sample some mighty fine chili. Network World's large boardroom was converted into a restaurant for the lunch hour as diners voted for their favorite chili, not knowing which of their compatriots had whipped up a batch of the hot stuff.

This month, the council is organizing a giving tree program to donate Christmas gifts to needy families in the MetroWest area.

Some of the activities that Network World had done previously, such as a silent auction and the Marketing Department's annual breakfast — both of which will benefit the Globe Santa toy drive this year — are being done under the auspices of the CSC.

Council members are very pleased with the impact of CSC's efforts. "In just a short amount of time, the council has made a significant contribution to the surrounding communities," said council member **Ann Jordan**, senior advertising account coordinator.

For more information, contact **Monica Brunaccini** or **Danielle Caldwell** in Network World's HR department: 508-875-6400.

• FOR SALE • FOR RENT • BIRTHS • MARRIAGES • PEN PALS • HOUSE EXCHANGES • FOR SALE • FOR RENT •

HOUSE EXCHANGES

# IDG WORLD UPDATE's MARKETPLACE

BIRTHS

• PEN PALS • MARRIAGES • BIRTHS • FOR RENT • FOR SALE • HOUSE EXCHANGES • PEN PALS • MARRIAGES •

## FOR SALE

**Historic home**. Rare, historic house on 500 surveyed acres in southwestern New Hampshire. Professionally restored house with likely the best-preserved original (ca. 1800) wall stenciling in the country. House includes master bedroom, smaller bedroom (both with fireplaces), and full bath upstairs; downstairs features large kitchen and lower-level dining room with loft space above, three large parlors with fireplaces, office/bedroom, second full bath, and cellar. Complete privacy on town-maintained dead-end lane, spectacular 100-mile panoramic views, 40 acres of open fields, waterfalls in wooded glens, granite overlooks. Every kind of local flora and fauna. No other house in sight. Secluded, quiet, yet only 12 miles from Keene, N.H. Unspoiled, uncompromised house, property and views. A rare place in today's world. $585,000.
- Call owner **Steve Marlens**. (Submitted by Darlene Bordwell, IDC.) Steve Marlens, 603-835-2923 or smarlens@monad.net

**Moving sale**. Sofa and matching loveseat in ivory fabric, four matching pillows, in excellent condition with two matching end tables and coffee table: $500; double-size futon: $50. Must sell, moving abroad.
- Contact **Stella Chen**, IDC, 508-935-4577 or schen@idc.com

**Two women's fur coats**. One full-length light mink with fox, size medium: $1,200. The other is full-length natural red Canadian fox, size medium: $1,000.
- Contact **Terri Mitchell**, *CIO*, 508-935-4634 or tmitchell@cio.com

**AKC Yorkshire Terrier puppies**. Will be approximately three to five pounds when full grown. Ready to go to good homes on Dec. 30.
- Contact Madeleine Spencer, IDC, 508-935-4390 or mspencer@idc.com

## MARRIAGES

*Network World* Copy Chief **Melissa Adams** and *Computerworld* Graphic Coordinator **Keith Shaw** were married on Nov. 14 in Quincy, Mass. Melissa will now be known as Melissa Shaw.

## BIRTHS

IDC Framingham's **Jennifer (Cooke) Koppy** and her husband Kevin welcomed their first child, Tyler Daniel Koppy, into the world on August 5. He weighed 7 lbs, 8oz. and was 21" long.

## Give the gift of *PC World* — 50% off for IDG Employees!

Good news! As an IDG employee you are invited to take advantage of discounted *PC World* subscriptions for your friends and family. Save 50% off our full subscription price, and pay just $14.95 for 12 issues — that's our absolute lowest rate. Send no money now; we can bill you after Jan. 1, 1999.

A gift subscription will spare you the agony of retail shopping crowds. Order online in the comfort of your own cubicle! Your gift will be delivered right to their door every month! The gift subscription comes with a festive *PC World* gift card to announce your gift.

Best of all, you can take pride in giving a quality gift which is a product of the company you work for!

Just go to http://www.pcworld.com/resource/subscribe/gift/0,1853,39,00.html.

This message is brought to you by the *PC World* Circulation Department. If you have any questions, please contact Shama Ali at shama_ali@pcworld.com.

This offer is valid in the U.S. only.

Happy Holidays!

## HAVE SOMETHING YOU WANT TO SELL, RENT, BUY OR ANNOUNCE?

***Send your ads in by Jan. 12 in order for them to appear in the Jan. 18 issue.***

Send your Marketplace ads to *IDG World Update* at e-mail at world_update@idg.com or fax: 617-423-0712. Please include your name, business unit, telephone number and e-mail address.

IDG World Update Online's Marketplace section (http://idgworldupdate.com) is updated whenever an ad is received.

# IDC Recognizes Top Performers in Europe

Capping a year in which sales grew by 27% resulting in record profits for the group, IDC Europe hosted its annual sales meeting in Lisbon, Portugal. There were 85 participants from 11 IDC offices at the October event.

IDC U.K.'s **Keith Henry**, whose promotion to group vice president was announced during the meeting, got things rolling with a Global Selling Workshop. With global selling now an established part of IDC's culture, the presentation focused on how the success achieved with global selling for IDC's top strategic accounts could be expanded to cover the general marketplace.

**Don Best**, senior vice president/sales, discussed global selling best practices, **Brad Thorpe**, group vice president/major accounts, spoke about the importance of implementing consistent global account planning and **Michael Deutsch**, group vice president/strategic accounts, addressed the topic of worldwide pricing strategies.

IDC's new European Human Resources Director, **Nadia Bertaggia**, introduced the company's plan to adopt and adhere to consistent job titles and responsibilities throughout the European sales organization to aid career planning and facilitate training and development.

MERYL SALTER

**IDC U.K'S LUCY DOCHERTY HOLDS HER** *Salesperson of the Year award alongside IDC Europe President* ***Roberto Masiero*** *.*

Sustaining the momentum achieved during FY98 will require attention to three critical areas, according to **Roberto Masiero**, president of IDC Europe:

- Strengthening IDC's global selling program.
- Significantly improving operational efficiencies.
- Hiring and retaining the most talented individuals available.

He also stressed the importance of being ready to seize new opportunities likely to arise with the predicted economic slowdown in the region.

Showcased during the meeting were 45 European Continuous Information Service (CIS) programs, including nine new launches that reflected the significant expansion in regional programs planned for FY99.

This year's meeting also highlighted the contributions of the Global Product Lines. The following people assisted in the Expertise Center presentations: Vice President/Worldwide Systems **Jay Bretzmann** (presentation focus: Commercial Systems & Servers and Asset Management Program); Manager/Corporate Computing **Carey Azzara** (Vertical Views and the Technology Integration Panel Study); Director, Worldwide Mobile Technology Research **Randy Giusto** (Smart Handheld Devices); Group Vice President **Tony Picardi** (Software); Program Manager /PC Tracker **Lisa Cosmas** (Worldwide and European Tracker programs); Director/Global Research Services **Doug McLeod** (IT Markets) and Director/Collaborative Technologies **Ian Campbell** (the new European Collaborative Technologies Program in Paris). In addition, Director/Internet Products and Services **Michael Olfe** presented an update on IDC's electronic delivery strategy.

## AND THE EUROPEAN WINNERS ARE...

Following the sales meeting, outstanding performances from members of the IDC European sales force and analyst community were recognized during a gala awards dinner.

HIGHEST PROFIT EXPERTISE CENTER
European Storage
**Bob Peyton**, director,

BEST PERFORMANCE VS. PLAN
European Telecommunications
**Eric Owen**, program manager

HIGHEST PROFIT ACHIEVER
European LANS/Remote Access Service (RAS)
**Pim Bilderbeek**, director

BEST NEW PROGRAM FY98
European Wireless and Mobile Communications
**Guilia Rancati**, research manager

BEST OVERALL PROGRAM FY98
European LANS/RAS (Silver)
European Commerical Systems and Servers (Silver)
European Vertical Markets (Silver)
European Services Group (Gold)
European Telecommunications (Platinum)

ANALYST OF THE YEAR
(voted by European Sales)
**Puni Rajah**, director, European Services Research

TOP SALES NEWCOMER FY98 (tie)
**Martina Liedtke**, account manager, IDC Central Europe
**Fiona Macrae**, senior account manager, IDC U.K.

SALES EXCELLENCE FY98 (tie)
(voted by Expertise Centers)
**Maria Freiria**, account manager, IDC Benelux
**Claudia Jachtmann**, European account manager, IDC U.K.

SALESPERSON OF THE YEAR
(voted by Expertise Centers)
**Lucy Docherty**, senior account manager, IDC U.K.

# NOTEWORTHY

## PROMOTIONS

IDC Senior Research Analyst **Kevin Hause** has been promoted to program manager of the Consumer Device research service. "Even before fully transitioning to the Consumer Device research area, Kevin has been a key IDC analyst in the consumer markets area," said Vice President **Sean Kaldor**. "Since joining this team, he assumed responsibility for several critical area of U.S. research and has led analysis into many key new markets, including MP3 players and electronic books."

## NEW EMPLOYEES

IDG Marketing Services/Europe, Middle East and Africa welcomes four new employees to its office in Staines, England. **Chris Pengelly** is the group's new manager of international recruitment sales. He was previously with VNU Business Information Europe, where he worked as an international account handler, recruitment. He also worked as for Reed Business Publishing as a recruitment sales executive for *Contract Journal Magazine*. He enjoys socializing and traveling.

**PENGELLY**

IT Market Analyst **Rikki Page** recently worked at Romtec, PLC where she was a research executive. She holds a B.A. (Hons) in business studies from the University of Plymouth and spends her free time playing tennis and badminton and dabbling in interior design.

**PAGE**

**Susan Bishop** comes aboard as a client service executive. She was previously a project manager at Teamworks Interactive and earned a B.A. (Hons) in French from Goldsmith's College of London University. Away from the office she likes swimming, windsurfing and playing the piano.

**BISHOP**

Sales Support Executive **Janis John** most recently worked at a property management company but yearned to return to publishing, a field she grew to love during six years doing ad sales support and layout design for the Community Newspaper Group Ltd. in her native Australia. A seasoned traveler, Janis spent two years backpacking around the world after her newspaper job and met her husband while in England.

**JOHN**

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PC Support Specialist **Michael Cole** comes to IDC from BankBoston where he was a technical service representative. Largely self-taught from on-the-job and personal training, he also recently completely a Visual C++ home study course. He burns off extra energy by playing volleyball and tennis.

**Sally Cusack** has been hired by IDC as a research manager, coming from SPG/Ullo International where she was a senior analyst covering the component market. She holds a B.A. in history from Framingham (Mass.) State College.

**William Nash** joins IDC as a telesales manager, coming from *Software* magazine, where he was a sales manager. He holds a B.S. in computer information science from Ohio State University, enjoys golf, basketball and skiing and recently became a father for the second time.

IDC's newest administrative assistant is **Kimberly Muri**. Her previous job was as a receptionist with the McGowan Eye Care Center. She earned an associate's degree in liberal arts from Massachusetts Bay Community College and enjoys photography.

Previously a financial analyst for Rockwell Semiconductor Systems, **Anne Bui** joins IDC West in Mountain View, Calif., as a research analyst with the Personal Systems group. She earned a B.A. in international relations from Pomona College in Claremont, Calif., and an M.S. in foreign service/international trade and finance from Georgetown University in Washington, D.C. In her spare time she enjoys going to concerts and movies, hiking and cooking.

IDC West has hired **Stanley Chen** as an inside sales representative, a post he held previously at Insight Electronics. He earned an economics B.A. from the University of California/Berkeley. In his spare time he paddles for a Hawaiian outrigger canoe club.

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A recent communications studies graduate of the University of Michigan, **Jennifer Berger** has signed up to be "one of the many unsung heroes of the *InfoWorld* copy desk." When not fine-tuning copy, she teaches reading with Project Read at the Menlo Park (Calif.) Public Library.

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*Computerworld* has hired Sales Associate **Meredith Turner**. She was previously a sales administrator/partner manager at Select Software Tools. Last year she earned a B.A. in business communications from the University of Utah. Outside the office she likes to travel and ski.

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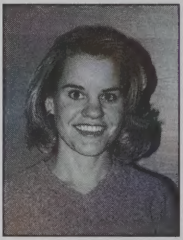
Corporate Communications Associate **Sarah Hansen** is working at the IDG Corporate Support Center in Boston. She most recently worked on the Compaq Corp. account at Miller/Shandwick Technologies. Sarah has a B.A. in psychology and a management certificate in marketing and communications from the University of Rochester in Rochester, N.Y. Among her more notable jobs while in college: working one summer as a satellite production intern in the White House press office.


**HANSEN**

IDG WORLD UPDATE

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**David Moger** joins IDG Books' Foster City, Calif., office as an account coordinator, coming from Stoeckien Publishing, where he was a sales manager. He holds a B.A. in political science from Seattle University, worked for two years as a volunteer teacher in American Samoa, and likes to go skiing and mountain biking.

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Previously a freelance writer, **Neil Ma-**

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**SIXTEEEN YEARS**
Rick Ciliberto - Computerworld
Steve Josselyn - IDC

**FIFTEEN YEARS**
Micaela de Almeida - IDG Hong Kong

**ELEVEN YEARS**
Lucinda Borovick - IDC

**TEN YEARS**
Piero Todorovich - IDG Italy

**NINE YEARS**
Carolyn Marsan - FCW Gov. Tech. Group
Stefanie McCann - Computerworld
Susan Frankle - IDC
Sandra Harrington - IDC

**EIGHT YEARS**
Tatiana Hinova - IDG Bulgaria
Sagrario Fernandez - IDG Spain
Harriet Karas - IDC

**SEVEN YEARS**
Eva Villalba - IDG Spain
Cristina de Hoyos - IDG Spain
Mar Cabañas - IDG Spain
Mauro Calderara - IDG Italy
Steve McClure - IDC
Rosemary Trettel - IDC

**SIX YEARS**
Iliana Dimitrova - IDG Bulgaria
Nedialka Yolovska - IDG Bulgaria

**FIVE YEARS**
Elina Pancheva - IDG Bulgaria
Valeri Gavrilov - IDG Bulgaria
Vladimir Vladkov - IDG Bulgaria
Kathryn Schutte - IDG Books

**FOUR YEARS**
Yanka Petrovska - IDG Bulgaria
Amy Malloy - Computerworld
Joan Olson - Computerworld
Philip Holdread - IDG Books
Patrick O'Brien - IDG Books
Derek Stordahl - IDG Books
William Manning - IDC
Sally Sinclair - IDC
Rodney Barnes - PC World

**THREE YEARS**
Petia Lukasheva - IDG Bulgaria
Vassil Vladkov - IDG Bulgaria
Mary Beth Regan - Computerworld
Kellie Stark - IDG Books
Todd Klemme - IDG Books
John Helmus - IDG Books
Maria José Fernández - IDG Spain
David Rodriguez - IDG Spain
Kara Murphy - IDC
Julie Sheehan - IDC
Diane Elhilow - IDC
Janis Dempsey - IDC
Hillary DeMello - IDC
Julie Buchheit - IDC
Yael Li-Ron - PC World

**TWO YEARS**
Doug Forshey - FCW Gov. Tech. Group
Scott Tillett - FCW Gov. Tech. Group
Yordanka Slavcheva - IDG Bulgaria
Judith Bernstein - Computerworld
Deena Patel - IDG Books
Kathryn Bader - IDG Books
Tamako Matsumoto - IDC Japan
Motoko Kon - IDC Japan
Ellen Friedman - IDC
Jill Frankle - IDC
Christopher Hoffman - IDC
Marcale Wallace - PC World

**ONE YEAR**
Corinne Day - FCW Gov. Tech. Group
Mary Ann Paniccia - FCW Gov. Tech. Group
Nadia Krusteva - IDG Bulgaria
Roman Novák - IDG Czechoslovakia
Stacey Mickelbart - IDG Books
Christopher Legg - IDG Books
Shahzadi Khan - PC Advisor (U.K.)
Helio Misael - IDG Brazil
Emma Carroll - IMS/EMEA
Anna Champman - IMS/EMEA
Ki-Beom Choe - IDC Korea
In-Hyung Baik - IDC Korea
Regina Walker - IDC
Lisa McCoy - IDC
Michael Comiskey - IDC
Joseph Howard - IDC
Frederick Broussard - IDC
Patricia Murphy - IDC
Randi Brissman - Channel Services Group
Lisa Engelbert - PC World
Lisse Hooker - PC World

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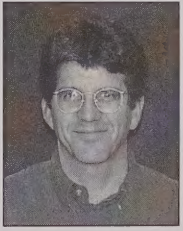
jor has been hired by the U.K.'s *PC Advisor* as a staff writer. He holds an M.A. in mass communications from Leicester University and likes music and films.

**TRANSFERS**

IDG WORLD UPDATE

RIGOLI

**Joseph Rigoli**, previously a research analyst at *Computerworld*, has taken a similar post at IDC, where he's researching distribution channels for the Systems, Software, Storage and Semiconductors Group. He earned a B.A. in economics from St. Michael's College and an M.B.A. from Suffolk Univesity.


IDG WORLD UPDATE

DRACE

**Steven Drace**, vice president, national accounts for IDG's Global Web Ad Network, has moved to Web Publishing, Inc. in San Francisco as vice president of sales and marketing/associate publisher. Steve came to IDG in 1993 as director, demographic editions at *InfoWorld* and has served as director of national accounts/online for IDG Marketing Services. IDG's Web Publishing Inc. unit publishes *SunWorld*, *JavaWorld*, and the newly launched *LinuxWorld*.

*Noteworthy information may be sent to world_update@idg.com*

### IN MEMORIAM: ANN KREMERS

**Ann Kremers, *PC World* senior associate editor, died Nov. 29 in Cambridge, Mass., from colon cancer. She was 43.**

**Ann joined Lotus Publishing in 1989 and came to IDG when it bought the company in 1991. Her colleagues marveled at how Ann never complained about her illness. In fact, she apologized when she couldn't work because she felt she was letting her co-workers down.**

**The IDG community offers its sympathies to Ann's family and friends .**

## CELEBRATING 10

# Allison Stamm

**HOME:** Stow, Mass.

**JOINED IDG:** December 1997 as an administrative assistant at IDG Research Services.

**CURRENT JOB:** Director, Competitive Analysis. Equal parts corporate spy, gossip columnist and air traffic controller.

**BEST PART OF YOUR JOB:** Knowing everything that goes on in the industry.

**LATEST ACCOMPLISHMENT:** Renegotiating a company-wide contract that cut costs in half.

**MOST UNUSUAL WORK MOMENT?** Meeting Dr. Ruth and The Village People at a trade show a few years ago. Very surreal.

**WHAT'S KEPT YOU AT IDG FOR 10 YEARS?** The constant challenge and stimulation. The company (and my role within it) continues to evolve and keeps me on my toes.

**FAVORITE BOOKS:** *One Hundred Years of Solitude* by Gabriel Garcia Marquez and *The Lion, the Witch and the Wardrobe* by C.S. Lewis.

**FANTASY JOB:** Singing backup for Jimmy Buffett's Coral Reefer Band

**AS A KID, WHAT DID YOU WANT TO BE WHEN YOU GREW UP?** Alice in Wonderland in Disneyland's Main Street Electrical Parade.

IDG WORLD UPDATE

**IDG CHAIRMAN PAT MCGOVERN ESCORTED ALLISON STAMM TO** *dinner earlier this year in honor of her 10th anniversary with the company.*

**WHAT YOU'D GRAB IF YOUR HOUSE WAS ON FIRE?** My dog, Taran.

**WHAT OTHERS CAN'T TELL JUST BY LOOKING AT YOU:** I should have played Evita on Broadway.

**MANAGER'S PROFILE:** "Allison is the keeper of competitive intelligence on the advertising and publishing markets, a role in which she displays a wonderful wit and intelligence as historian, as well as soothsayer. She is an incredible whiz with numbers, databases and spreadsheets, a talent I never expected with her theater and English literature educational background. Allison has been a tremendous resource for IDG for the 10 years she has been with us, and I hope she will continue to be so for at least another decade!"

- ***Kathy Dinneen**, president, IDG Research Services*

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries. IDG also produces 168 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The *IDG World Update* staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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Volume 28, Number 50

December 14, 1998

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PAGE 5

# IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

## IDG Australia Dominates Annual Business Publishing Awards

### For second consecutive year, *CIO* most honored Australian publication

IDG Australia has dominated the country's most prestigious business publishing awards.

The annual Bell Awards of the Australian Business Publishers Association recognize excellence in all aspects of business and specialist publishing, and this year IDG tied for most awards with 12.

IDG won awards for having the best publisher's Web site (IDG.com.au), for its editorial and production efforts, for its sales and marketing programs and for the launch of new products, both in print and online.

For the second year in a row, *CIO* received more awards than any other Australian magazine. This year *CIO* was honored for the Best Editorial Issues Campaign of the Year and for Best Single-Issue Print Magazine of the Year. The editorial issues campaign dealt with

• CONTINUED PAGE 2 •

## New Publication, Product Launches Cap Busy Quarter for IDG Bulgaria

September has traditionally been a busy month for IDG Bulgaria, and this year the company counted accomplishments in publishing, exhibitions, business development and media research.

The international Plovdiv Fair, a major IT and engineering event for the Balkan region, is held in September in the Bulgarian city of Plovdiv and often serves as a springboard for IDG Bulgaria's new products. This year marked the debut of *PC Games Bulgaria*, an A5-format supplement to *PC World* that will be published every other month. IDG Bulgaria also introduced the *PC World* ISP Map, a map of Bulgaria that displays a symbol for each Internet service provider's Internet access facility. Ads published on the reverse side of the map generate revenue.

In previous Septembers, IDG Bulgaria launched *PC World* (1992); the *IT Catalog* (1993), a twice-yearly directory with profiles of IT companies in the local market; the *Bulgarian Software Catalog* (1995), which has descriptions of new software products, both foreign and local, in the Bulgarian market; a special English-language version of *Computerworld Bulgaria* for international participants at the Plovdiv Fair (1995) and *CAD/CAM World* (1997).

IDG BULGARIA

After building its foundation with *Computerworld Bulgaria* in 1991, IDG Bulgaria today has 11 products. *Network World*, as well as *CW* and *PCW*, are the primary titles. In addition to the other speciality titles listed above, which are published less frequently, IDG Bulgaria has the *IT in Banking*, *IT in Accounting* and *Marketing and Advertising* magazines, as well as the IDG IT Calendar, a popular revenue-generator each January in which 12 IT companies purchase a month.

For the third consecutive year, IDG Bulgaria co-organized the PC World Software Show at the Plovdiv Fair with the fair's administration. This year's event attracted 29 exhibitors, 10 more than last year. IDG offers software companies fully equipped stands at very reasonable prices and advertises the show in all IDG publications. "We not only help them sell more software at lower prices,

• CONTINUED PAGE 5 •

# IDC, IDG Collaborate on Scandinavian Conference Series

IDC Nordic and IDG Denmark's IDG Conference Group have joined forces to produce the IT Agenda conference series in Scandinavia, which debuted in October. The impact of the new euro currency is the theme for the first set of conferences, which examine the internal and external changes necessary for companies to remain competitive with the advent of the European common currency.

The euro becomes a live currency for business transactions on Jan. 1, 1999, followed by a three-year phase-in period.

The first conference on Oct. 29 in Copenhagen drew more than 100 technological, strategic and commercial decisionmakers. Sponsored by Damgaard, SAP, IBM and Ernst & Young, the conference speakers included managing directors and IT, finance and marketing managers from Denmark's largest companies. Also on the agenda were IDC Nordic Managing Director **Per Andersen**, IDC European IT Services Research Program Manager **Puni Rajah**, IDC European IT Markets Center Research Manager **Philip Fersht** and *Computerworld Danmark* Journalist **Arne Steinmark**, who moderated a panel.

IDC Nordic worked on the content of the event and IDG Denmark handled logistics; marketing was a joint effort. Attendees gave the event high marks: an average satisfaction rating of 4.2 on a scale of 1 to 5.

Encouraged by the success, organizers have planned a second euro conference in Stockholm on Feb. 24, 1999 and are looking forward to more jointly organized events thereafter. Speakers in Sweden will include IDC Nordic's Per Andersen, IDC Nordic Market Analyst **Mikael Arnbjerg** and panel moderator **Lars Dahmén**, editor-in-chief, *Computer Sweden.*

For more information, go to http://www.idc.dk, www.idc.sw or www.idc.fi, or contact IDC Nordic Sales and Marketing Manager **Carsten Schmidt** (cschmidt@idc.com) or IDG Conference Group Manager **Niels Bentzen** (n.bentzen@idg.dk).

# *Computerwoche*'s Career Center Provides Job Opportunities

*Computerwoche*'s Jobs and Career Center offered a host of services to attendees of the Systems '98 international IT fair, held in Munich this past October. The Bavarian minister for economics, transportation and technology spoke at the center's opening.

COMPUTERWOCHE
NACHRICHTEN·ANALYSEN·TRENDS

The audience included computer experts, data-processing freelancers and recent college graduates with computer science training.

Representatives of more than 40 companies, such as Andersen Consulting, BMW, Cisco, the SAS Institute and others conducted on-site interviews. An electronic jobs market at the Career Center provided information on more than 1,000 available positions.

At "College Day" on Oct. 22, *Computerwoche* gave away 1,000 free Systems '98 tickets to students or recent graduates to encourage more young people to consider careers as computer or software specialists.

One section of the career center offered project contacts and advice to freelancers. Some 30 software houses, consulting firms and employment agencies provided information on jobs, grants, fees and taxes and gave advice on contract negotiations and IT projects after the year 2000.

**IDG AUSTRALIA**

*continued from page 1*

the IT staffing crisis and featured articles written by **Linda Kennedy, Steve Ireland**, Sue Bushell and Maggie Macrae.

*CIO* also was highly commended in the categories of Best Single Article (Sue Bushell), Business Writer of the Year (Sue Bushell, again) and Business Publishing Printing Project of the Year.

*PC Buyer* was named Best Magazine Launch of the Year, and the *Computerworld ASG Report* was recognized as the Electronic Publishing Launch of the Year. The latter is a daily information service for users of IBM-compatible mainframes.

*Computerworld* was highly commended as the Specialist Publication of the Year, and *CW*'s Network World section editor, **Mark Jones**, was named as the Best Newcomer to Journalism.

**Angela Prodromou** was highly commended for an article in *Information Age*, of which she is editor.

And last, but certainly not least, IDG itself was highly commended for Best Sales and Marketing Program to Advertisers.

## CORRECTIONS

**In an article announcing the debut of *Network World Middle East* (*IDG World Update*, Nov. 16, page 1) Dave Reeder was incorrectly identified as managing director. Reeder is managing editor. Dominic DeSousa is the managing director.**

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**In the page 4 article of the Nov. 16 issue of *IDG World Update* announcing the creation of the International Academy of Digital Arts and Sciences, the e-mail address for Maya Draisin should be maya@iadas.net.**

# ON LINE

**JIM CASELLA**

*IDG's chief operating officer is this week's columnist.*

**Q As an employee of IDG in Australia, I have a two-year waiting period to be eligible to purchase shares in IDG. Why is the waiting period different from that in the U.S.?**

**A** In our international operations many of our employees participate in owning IDG shares through our International Stock Ownership Plan. Each year, based on a formula that rewards each unit's profitability, the country manager receives notification of the number of shares that the employees of that unit can purchase. The criteria for participation varies by business unit and is established by the country manager. In most cases, though, the employees who are selected for participation are those who have made significant contributions to the overall performance of the business unit and have demonstrated a loyalty to IDG over time. Our U.S. employees participate through our ESOP program, but their balances do not start to vest until they have been with IDG for two years. I sense that IDG Australia, under **Don Kennedy**'s leadership, adopted a similar approach, which encourages employees to build their career at IDG and to contribute to the increase in corporate value through our dynamic worldwide growth.

**How do you feel about IDG publications using CDs and other cover premiums to build circulation? Some publishers don't like them because they are expensive, often have little lasting value for readers, and diminish the impact of the cover message or back cover advertising. Others say CDs are essential to combat gains made by competitors using such tools aggressively to rival and in some cases exceed the circulation of an IDG title.**

Newsstand buyers are more impulse-driven than subscribers and CDs can be very effective incentives to get them to choose one of our publications over our competitors. Where you generally are judged by a subscriber over a 12-month period, you need to catch the attention of single-copy buyers quickly with a competitive proposition in the hope of turning them into loyal readers.

The product line that has the largest single-copy component of its circulation is *PC World*. Many of the members of this product line have used CDs very effectively to boost single-copy sales. *PC Adviser*, *PC Welt*, *PC World Italia*, and *Computer!Totaal* are all market leaders, and they have all employed an aggressive CD strategy at certain times. In the U.S., *PC World* has consistently outsold its major competitors, *PC Magazine* and *PC Computing*, on the newsstand, while only occasionally including a CD. The overall "value proposition," which starts with a superior editorial package and includes effective cover design, has carried the day for these successful members of this product line.

The key decisions on newsstand sales strategies are left to the product champions who are closest to the marketplace in which they operate. They share their successes and failures with their colleagues around the world, while they continue to build the asset value of this important product line for IDG.

*GamePro* in the U.S. and *GameStar* in Germany are also very efficient at securing very high single-copy sales.

**How are things looking for IDG's European business units so far in the first quarter of the new fiscal year?**

As we close the second month of our new fiscal year, I am pleased to report the majority of our European business units continue to reflect the strength of the market and are performing better than their plan. The units that are most significantly ahead of plan are: both of our German business units, PC Advisor in the U.K., IDG France and IDG Italy. Sweden and the Netherlands are also having a very strong quarter. In my discussions with our managers they indicate that they see challenges ahead, but they are committed to delivering another record year and are carefully watching their expenses to guard against any slowdown in the upcoming quarters. I am looking forward to our upcoming European Managers' Meeting at the end of January when I will get to discuss the forecast for the balance of the year with each of our business unit heads.

## IDG WORLD UPDATE NEEDS YOUR IDEAS!

***Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:***

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***Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.***

# IDC's Training and Resourcing Analysts Collaborate

## First meeting of program's worldwide analysts yields strategies to better serve clients

AMY SHLUGER

**FRONT ROW (L-R): MICHAEL BOYD, RESOURCING STRATEGIES; TIM WILSON,** *Resourcing Strategies/Canada;* ***Harald Himsel****, Regional Services/Germany;* ***Ellen Julian****, IT and Interactive Training;* ***Marianne Kolding****, IT Training and Support Services/Europe;* ***Richard Yen****, Regional Services/Japan. Back row,* ***Philip Winthrop****, European Services;* ***Michael Melenovsky****, Services Research Group VP;* ***Colleen McCloy****, IT Training and Resourcing Strategies/Canada;* ***Sophie Janne****, Worldwide Services;* ***Sheila McGovern****, IT Training/Europe;* ***Rick Miller****, Interactive Training Services;* ***Keith Ellis****, Canadian Services Research VP. Not pictured:* ***Anne-Sophie Dankens****, IT Training/U.S.;* ***Stella Chan****, Regional Services/Hong Kong.*

### IT WORKERS IN DEMAND

**IDC data shows that IT workforce demand is growing at a greater than 20% per year rate. Some larger firms such as Andersen Consulting expect growth of 40%. A common rate of attrition for large IT and IS developers, integrators, services, and departments is as much as 20% per year.**

A worldwide shortage of skilled workers in the IT industry has resulted in the need to provide vital on-the-job training to fill major labor gaps, as well as offer incentives to attract and retain IT workers. In November, U.S., Canadian and European training and resourcing analysts from IDC's Education and Training Services division met for the first time to discuss current market trends and economic factors related to today's IT training and resourcing practices.

"This is clearly a worldwide problem," said **Michael Boyd**, program manager, Resourcing Strategies, "especially for those firms operating in multiple geographies and supporting clients or businesses that are global. What we gained from the meeting was the chance to establish a working relationship with each other, share work and ideas, and establish the collaboration necessary for a consistent IDC presentation."

The two-day meeting explored the synergies between training and resourcing and strategies to provide IDC clients with solutions to their biggest challenges. These challenges include sharing research and data, research models, multi-client cross-geography studies, and joint publications. Attendees also vowed better communication and more collaboration on the hot research areas of the IT worker shortage and what firms are doing to compete in the labor market.

**What is resourcing?**

IDC defines 'resourcing' as the part of business dedicated to identifying and applying human resources to an enterprise. IDC's Resourcing Strategies research program, which is part of the Services Industry Research group, concentrates on such business-critical workforce matters as hiring, retaining, training and managing IS professionals.

Asked how firms can retain workers in today's market, Boyd said, "That's the $64,000 question! There is no right answer. Different programs and investments work differently at different times and with different groups. However, firms must learn – and accurately, not just follow what top management thinks – what people interested in doing IT want and need and find ways of meeting both their material and social needs. These include pay, benefits, location, scheduling, teams, inclusion, autonomy, fun, etc. Firms must have *individual* relationships with workers; they are no longer willing to be part of a mass workforce. And, finally, the business must organize and manage its work so that it meets both business requirements and the needs of each worker at the same time."

New IDC programs for 1999 include Resourcing Strategies and Interactive Training Services. The IT Education and Training Services was launched in the U.S. by Education and Training Services Program Manager **Ellen Julian** in 1993; Canadian and European programs followed soon after.

## Did You Know?

As of October 1998, IDC's worldwide analyst force was as follows:

| | |
|---|---|
| United States | 215 |
| Canada | 22 |
| Europe | 90 |
| Asia/Pacific | 62 |
| Japan | 23 |
| Middle East/Africa | 30 |
| East/Central Europe | 24 |
| Latin America | 40 |
| TOTAL | 506 |

IDG

## *Job Opportunities – December 14, 1998*

**Senior Regional Manager (CHSG)**
Responsible for a Northern California sales territory for Solutions Integrator Magazine, IDG's Channel Services Group. The successful candidate will prospect for new accounts and maintain and expand existing client relationships in the territory. The position requires a minimum of 5 years outside sales experience. Previous publishing or channel experience is desirable. *Location: Northern CA*
Contact: Mark Taussig, Fax: 650-294-7801, Phone: 650-294-7819, Email: mark_taussig@idgchsg.com

**Account Executive (CIO)**
CIO Magazine is looking for an Account Executive to join the CIO sales team. Located in the Austin, Texas office, this position is largely an inside sales position, but some outside selling and service will be necessary. In this position you will be responsible for servicing existing business as well as prospecting new clients. You will also be responsible for the research of clients/prospects and development of special opportunities. Candidates must have a minimum of 3 years inside/outside sales experience. The ideal candidate will have a strong phone presence, strong sales administration and organizational skills, and the ability to close business on the phone! Candidates should be able to work well both independently and as a member of the sales team. Familiarity with the high tech market is a plus. *Location: Austin, TX*
Contact: A.Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

**Department Editor/Technology Evaluations (CW)**
The technology evaluations editor is one of two editors who share responsibility for managing the Field Report section of Computerworld's Technology section and coordinating product research efforts throughout the newspaper. Field Report provides information technology managers with an overview of key technologies and product groups with a particular emphasis on deployment issues. Computerworld uses a combination of first-hand field reports, statistical surveys, user roundtables and advice from experts to evaluate pricing trends, support issues and genuine user experiences. The technology evaluations editors jointly oversee a small staff of editors and researchers who work on weekly evaluations. They also manage a substantial freelance and research budget. Candidates should have five to 10 years of experience in computer publishing with an emphasis on corporate information systems. Experience coordinating published review sections is a must. Experience working with corporate users on field testing is desirable. *Location: Framingham, MA*
Contact: P. Fowler Sheer, Fax: 508/879-3760, Phone: 508/820-8647, Email: piper_sheer@cw.com

**Copy Editor (FCW)**
Federal Computer Week seeks a high-energy, detail-oriented copy editor/page designer with first-rate grammar skills to join our 4-person copy desk. Proficiency in QuarkXpress 3.3 on a Mac is a must; experience with MS-Word 6.0 is a plus. Must have Journalism or English background and be an AP style wizard. Flexibility in work schedule is essential. *Location: Falls Church, VA*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

**Editorial Assistant (FCW)**
Energetic, detail-oriented person needed to fill this entry-level position for Federal Computer Week. Tasks include gathering information, overseeing freelancers, acquiring photos and fact-checking. English or journalism major preferred, as is some publication experience. Knowledge of computers a plus. *Location: Falls Church, VA*
Contact: J. Dendievel, Fax: 703-876-5089, Phone: 703-876-5057, Email: jacqueline_dendievel@fcw.com

**Senior Research Analyst, Local Area Networks (IDC)**
IDC is seeking a Senior Research Analyst who will contribute to IDC's LAN research team. Technologies followed will include 10/100/1000 Mbps ethernet, token ring, FDDI and ATM. Experience in computer networking markets and technologies a plus. The ideal candidate will have strong analytical skills, research and writing experience and the ability to handle client inquiries. BA/BS and 2 - 5 years of industry experience required.
*Location: Framingham,MA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

**Research Analyst, IT Services, IDC Australia (IDC Australia)**
IDC Australia is seeking a Market Research Analyst to cover the IT Services program. Responsibilities include: Base field research of services market to provide input to IDC's services market model; Research to cover both the demand and supply side of the market; Development of IDC's services market model, incorporating market sizing, segmentation and growth projections; Construction and maintenance of various information databases covering the market model, provider revenue, staff data, user IS budget and other demand side aspects (e.g. Technology adoption issues); Customer and public forum presentations briefing sessions including "Directions"; Customer inquiry support; Writing and production of reports, bulletins, IDC Alerts/Flashes as scheduled; Undertake consulting projects (research, analysis, reporting, presentation); Support Sales/Marketing in pre sales, renewals, consulting projects and quotations; Liase with Media, attend customer launches/events; and Support other team members in US and Asia Pacific. *Location: Sydney, Australia*
Contact: Chris Fell, Fax: +61-2-9922-3682, Phone: +61-2-9925-2240, Email: cfell@idc.com

**Research Analyst, IDC Dubai (IDC Dubia)**
The Research Analyst will assist the Senior Analyst in producing reports covering: PCs, Servers and Workstations, LAN and Data Communication equipment, Photocopier and Facsimile, Internet, Software, and End-users surveys. This involves primary data collection, vendor interviews, user interviews, data entry, data management and analysis, quality control, writing and editing research. The Analyst will also complete custom research projects, present industry briefings, and provide client and prospect support including presentations and inquiry support.The Analyst position is based in Dubai UAE and reports to the Senior Analyst. This researcher is responsible for reporting on the IT markets of seven countries: Saudi Arabia, UAE, Kuwait, Bahrain, Oman, Qatar, and Egypt. The position involves traveling to these markets. *Location: Dubia, UAE, Middle East*
Contact: Sanjeet Dabral, Fax: +971-4-374-122_Phone: +971-4-374-494 Email: sdabral@idc.com

**Senior Research Analyst, European Vertical Markets (IDC Italia)**
IDC Italia is seeking a Senior Research Analyst who is recognized as an IT industry expert, brings breadth and depth of knowledge especially in the analysis of corporate value of IT investment. and has experience working with industry leaders identifying and analyzing strategic business issues and technology. This individual will be responsible for researching, writing, and publishing analysis for IDC's newly launched Continuous Information Services in the area of demand side research, as well as providing thought leadership in the development of tactical analysis of customer satisfaction, IT purchase intention, impact of major announcements, trends, and forecasts. Will also evaluate and integrate information from end user surveys and industry players for the purpose of supplying clients with accurate, timely and opinionated analysis of IT spending trends. Work involves end-user surveys co-ordination, statistical analysis and tasks which require independent judgment such as setting task priorities, evaluating results and supporting the sales process. Requires University Degree in Economics, and 5+ years related experience. *Location: Milano, Italy*
Contact: N. Bertaggia, Fax: +390-2-28457333_Phone: +390-2-28457314 Email: idc_jobs@idc.com

**Research Director, European Internet Market (IDC Nordic)**
IDC Nordic is looking for a senior director to expand IDC's already successful market research program on the European Internet market and related markets. You will become part of IDC's total Internet research staff consisting of more than 30 analysts world-wide and you will be directly responsible further building IDC's European Internet business. Candidates must have good knowledge of the European Internet market, previous experience in international positions and experience with management of people and economic resources. The ideal candidate will also be result oriented, have strong communication skills and will be flexible and creative. The main responsibilities of this position will be: Build customer relations together with IDC's qualified sales force; Lead marketing activities including contact to press; Make presentations at international events; Produce high quality market research; Manage the P&L of IDC's Internet research program in Europe. *Location: Copenhagen, Denmark*
Contact: Per Andersen, Fax: +45-39-18-44-48, Phone: +45-39-16-22-30, Email: idc_jobs@idc.com

**West Coast U.S. Correspondent, (IDG News Service)**
IDG's daily, international news service seeks a high-energy journalist to cover the U.S. computer and communications industries from our San Francisco bureau. Wide ranging responsibilities will include covering trade shows, press conferences and other breaking IT news, as well as working with IDG News Service correspondents around the world to develop in-depth coverage with a global perspective. Frequent domestic travel will be required, and overseas travel opportunities may be available to the successful candidate with international language skills. The ideal candidate has a good command of AP-style news writing and a solid working knowledge of information technology. Strong computer skills and experience using a portable PC in a remote environment is a plus.
*Location: San Francisco, CA*
Contact: R. Garretson, Fax: 617-423-0240, Phone: 617-303-7821, Email: rob_garretson@idg.com

**Technical Support Representative (IDG/B)**
IDG Books Worldwide is seeking a service-oriented, conscientious, detail-oriented individual with strong communication skills and a solid PC background to assist in responding to and tracking internal customer service-related calls to our IS help desk. The ideal candidate will have 1+ years' business experience working in a customer service related field. Working knowledge of Windows 95 and Office 97 required. Must be organized, possess excellent communication skills, and have ability to juggle multiple tasks. *Location: Indianapolis, IN*
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

**Sales Administrator/Jr. Account Executive (IDG/CMC)**
IDG Conference Management Company seeks a Sales Administrator/Jr. Account Executive to join our team of senior sales executives selling sponsorships and demonstration opportunities for our leading executive conferences and managed events. Qualified candidate should have 2-3 years prior sales/sales administration experience, strong detail orientation, ability to manage multiple tasks at one time, posses "sales savvy" - thinking as a sales person or a potential buyer, and be PC proficient (experience with ACT 4.0 a plus). The chosen candidate will help a team of three senior sales executives prospect and research, set appointments, send proposals, and manage a portfolio of high profile financial, high technology, and infrastructure relationships in several growth markets. Career growth potential within sales and event management a possibility for the right candidate. *Location: San Mateo, CA*
Contact: J. Aten, Fax: 508-935-4600, Phone: 508-935-4480, Email: jessica_aten@idg.com

**Events/Tradeshow Manager (IFW)**
InfoWorld is looking for a smart, organized and creative individual to oversee the planning, coordination and execution of events and tradeshow marketing. A minimum of 5 years marketing and/or events and tradeshow experience is preferred. The individual will be responsible for making recommendations and developing programs to help InfoWorld build brand awareness through events, tradeshows and sales promotion programs. Excellent organizational, communications, budget management, strategic planning and creative skills are required. In addition, a combination of professional attitude and strong initiative skills are a must. *Location: San Mateo, CA*
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: resumes@infoworld.com

**Account Executive (Mac Pub)**
Macworld is looking for a high energy sales person to join our display sales staff. The Account Executive's primary responsibilities will be to service current accounts, prospect for new business, and work well with their outside sales counterpart. Candidates must have a strong phone presence, strong sales administration and organizational skills. The ideal individual will have 2-3 years of sales experience, be familiar with high-tech, and be very team oriented.
*Location: San Francisco, CA*
Contact: K. Kyrias, Fax: 415-243-3656, Phone: 415-278-8542, Email: karla_kyrias@macworld.com

**Manager, Business Development (WEC)**
IDG World Expo Company is looking for an individual to assist in business development efforts for new events, particularly outside the United States. The successful candidate will have knowledge of the key IT vendors and the issues that create market opportunity for "selling events," particularly expositions tied to IDG's brands. Reporting to the Executive VP of Business Development, the candidate will also be the champion for extending IDG's existing event brands around the world, and for negotiating and closing favorable partnership arrangements with IDG business units, vendors and partners. *Location: Framingham, MA*
Contact: T. Gump, Fax: 508-935-4600, Phone: 508-935-4766, Email: tanya_gump@idg.com

# Internal Transfer policy for U.S. Business Units

To promote your personal and professional development at IDG, we support your movement from one IDG company to another. You should feel free to approach your manager at any time if you are interested in exploring opportunities at another IDG company or within your own company.

The following guidelines were created to help the rehire process run smoothly. These guidelines are not intended to be restrictive, but to promote the best interests of you and the company.

**Applying for available positions:**

- You may contact any other IDG company independently and interview for an available position. Jobs are posted and shared among U.S. companies via *IDG World Update*, job-posting boards in each company, and at the IDG Central website.

- If you would like more information about other positions, contact your Human Resources representative. He or she will provide all relevant information about the position(s), keeping your discussion *confidential.*

- Once you have begun interviewing for an available position, you are encouraged to notify your manager of your intentions. The hiring manager will contact your manager before a formal offer can be extended to you.

**Offer extension and acceptance:**

- The hiring manager must have a conversation with your current manager before extending an offer. You must notify your current manager before accepting an offer with another IDG company. This will allow you and your manager to explore career possibilities within your current company before you commit to the other job.

- Before offering a position to an employee of another company, the hiring manager *must* notify his or her own Human Resources representative to discuss salary, performance, checking references, and other pertinent job information. The Human Resources representative at the hiring location will then inform the employee's Human Resources representative.

- To avoid any problems concerning payroll and benefits, please contact your Human Resources representative before accepting an offer from another IDG company.

***For more information, please consult your manager or your Human Resources Representative.***

# Publish Staff Spices Up Meeting with Team-Building Exercise at Culinary Academy

CORINNE COX

**PUBLISH ASSOCIATE EDITOR MARK NICHOSON, RESEARCH MANAGER LAWRENCE Manuel,** *Executive Assistant* ***Maggie Mischel,*** *Director of Advertising Billing* ***Kevin Greene*** *and Account Manager* ***Dennis Mooney*** *learn that English trifle is no trifling matter at the magazine's off-site team building exercise at the San Francisco Culinary Academy.*

Pass the salt, please! To cap a long day of hard work at its recent off-site staff meeting, employees of *Publish* magazine headed out to enjoy a relaxing meal together. The only catch? They had to make it first!

Designed as a team-building exercise, the group cook-fest took place at the San Francisco Culinary Academy. The staff was divided into three cross-departmental teams, each charged with making hors d'oeuvres, an entree or dessert. The raw materials were laid out, and the staff given aprons and chef's toques. Then three master chefs from the Academy prefaced the exercise by saying that cooking is mostly inspiration, that there were no recipes to follow, that the meal was to be the staff's own creation, and that the chefs were there merely to provide a little direction.

Four hours later, the 30 staffers sat down to a delicious meal of crostini and grilled vegetables, ravioli, lasagna, grilled chicken and English trifle.

"I really don't think I've had a better meal," said Senior Account Manager **Corinne Cox**.

## IN MEMORIAM: ANDY SANTONI

**_InfoWorld_ Senior Editor Andy Santoni died unexpectedly on Dec. 1 in San Mateo, Calif. He was 50 and had worked at _InfoWorld_ for the past three years. Trained as an electrical engineer, Santoni's reporting career began at _Electronic News_ in 1973. He went on to be a freelance and contributing writer and editor for numerous technical publications and, according to the _San Jose Mercury News_, impressed the companies he covered as an accurate, thorough and fair reporter. "To Andy, his _InfoWorld_ colleagues were a big, extended family, and he was the glue," said _InfoWorld_ Editor-in-Chief Sandy Reed. "Andy was proud of the many relationships he built throughout the staff and beyond."**

### IDG BULGARIA

*continued from page 1*

but we encourage people to buy original software," said *PCW* Bulgaria Sales Manager **Yanka Petrovska**. "Stealing or buying illegal copies of software was the prevailing practice only a couple of years ago, while now the tendency is the reverse. We feel proud to contribute to a growing business [the Bulgarian software market is booming due to increased sales of high-quality software] and to help establish high standards in the production and distribution in Bulgaria."

**Full-service organizer**

This year also marked the first time IDG Bulgaria was chosen as a full-service organizer of an international event during the fair: It organized a partners and clients conference for Oracle's Central and East Europe manager. IDG Bulgaria's relationship with Oracle Bulgaria has expanded since then. IDG now produces Oracle's ads for all print media in Bulgaria and handles some public relations duties, thus generating new revenue for IDG.

With all its activities, it's no wonder *PC World Bulgaria* has performed so well in the latest Gallup specialized media research poll in Bulgaria. *PC World Bulgaria* has the highest brand awareness among the country's five monthly IT magazines.

Petrovska noted the Gallup research also showed that *PC World* is read regularly by 35,000 people each month, "a considerable success" for a circulation of 6,500 within a country whose population is eight million, she said.

For more information, contact Yanka Petrovska at idg@mbox.digsys.bg.

## On Jan. 4, 1999...

Your eyes won't be deceiving you! *IDG World Update* will introduce a brand new look for the new year.

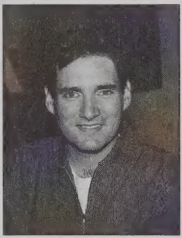
## NOTEWORTHY

### PROMOTIONS

**Neville Clarkson**, formerly technical editor of *Australian PC World*, will succeed **Mark Stafford** as editor of the magazine. Neville has been with IDG for two years and has edited the popular "Help Screen" section of *Australian PC World*. Mark, a four-year veteran of the company, is leaving his post this month for a year-long trip around the world with his new bride.

CLARKSON

STAFFORD


SIGGINS

IDG WORLD UPDATE

*CIO*'s **Michael Siggins** has been promoted from associate art director to art director. "Over the past four-and-a-half years, Michael has contributed mightily to the growth of *CIO*," said **Mary Lester**, group director, art and design. "He's designed award-winning *CIO 100* issues, the "Next Millennium" issue and our "Decade of the CIO" special issue. More recently, he collaborated on the Infonauts/Superheroes foldout section in *CIO* and the special China issue. Along with his design accomplishments, Michael continually looks for ways he can help the design group operate more effectively."

Senior Account Manager **Wayne Silverman** moves up the *PC World* ladder to become Eastern advertising manager. "For the past six years Wayne has been a true leader on the *PC World* Ad Sales team," said *PCW* Vice President **Bob Carrigan**. "He has consistently grown his market share, revenue and yield-per-page at the highest levels on the publication; forged key relationships with top-level clients; created very profitable custom projects; designed the most comprehensive, client-focused presentations; and sold more online ad space than any other print rep. In short, Wayne is a real inspiration for the entire Ad Sales team."

### NEW EMPLOYEES

**Amanda Conroy** has joined IDG Australia as features editor for *Australian PC World*. Amanda comes from DWR Publishing, also based in Sydney, where she worked on a number of weekly and monthly IT publications.

*Australian PC World* also has a new Test Center manager, **Spiro Hionis**, who returns to the same position after a two-year break from the IT publishing industry. Spiro will take charge of *Australian PC World*'s "Best Buys" section, which features reviews of hardware each month.

BOYD

IDG WORLD UPDATE

Program Manager **Michael Boyd** comes to IDC's Framingham office from Quantum Corp., where he was manager of technology education and libraries. In his new role he will research, analyze and report on critical IT staffing and retention issues and trends. He holds a pre-law B.A. from Penn State, an M.S. in management from Lesley College in Cambridge, Mass., and a Ph.D. in sociology from Boston's Northeastern University.

THAYER

IDG WORLD UPDATE

Most recently an independent IT planning consultant, **Theresa Thayer** is now a research manager with IDC's asset management services group. An avid golfer, she holds a B.S. in business administration from Merrimack College in North Andover, Mass., and a finance M.A. from Bentley College in Waltham, Mass.

Previously a senior online editor with Ziff-Davis, **Albert Pang** joins IDC's Mountain View, Calif., office as manager, applications and information, where he will focus on electronic-commerce software vendors. He has B.A. in journalism and English from the University of Southern California and enjoys scuba diving and camping.

HARE

IDG WORLD UPDATE

**Frank Hare** is IDC's new Web server administrator and is charged with the design and maintenance of idc.com. He was previously a network engineer at Unitel, Inc. He is a Microsoft Certified Professional and is working toward becoming a Microsoft Certified Systems Engineer. Away from the office he is in the process of rebuilding his house.

MESERVE

IDG WORLD UPDATE

Staff Writer **Jason Meserve** comes to *Network World* from *Application Development Trends* magazine, where he was a senior editor/online writer. He holds a B.S. in journalism from Northeastern University in Boston and enjoys golf and riding roller coasters.

*Network World* has hired **Nancy Parquette** as event manager. She comes from Intellution, an industrial automation software maker, where she was the worldwide marketing event manager. She earned a B.S. in liberal studies from Assumption College in Worcester, Mass., and likes running road races, biking and gourmet cooking.

VESTERGAARD

**Lars Morten Vestergaard** has been hired by IDC Nordic as a market analyst covering the Nordic Internet and telecommunications arenas. He earned an M.S. in international business from the Aarhus School of Business and likes traveling and outdoor activities.

*Business units worldwide are welcome to send information and photos for the Noteworthy column to world_update@idg.com.*

# A Credit to IDG!

**With 153 years of service between them, the members of IDG's Credit Department are an experienced team**

As any regular *IDG World Update* reader knows, one of the most frequently recurring appointments on IDG Chairman **Pat McGovern**'s calendar is a luncheon or dinner with employees who are celebrating their 10th anniversaries with the company.

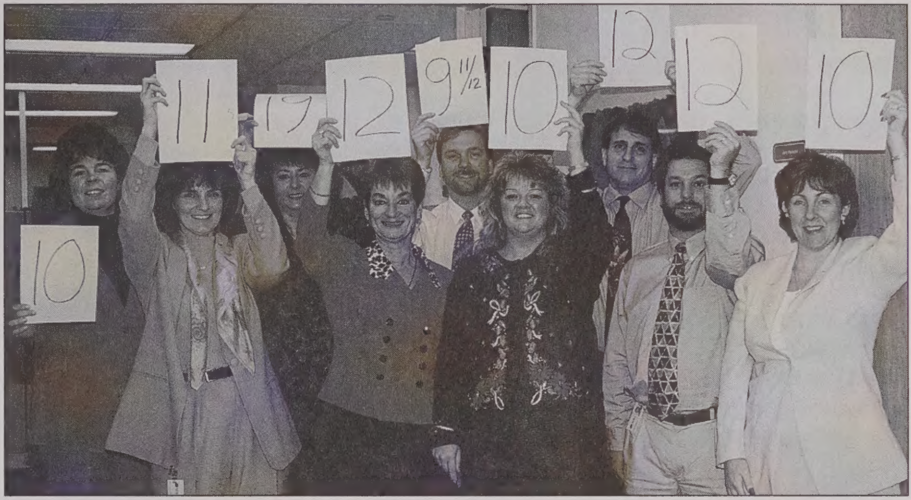
While many employees in business units throughout the world have achieved this milestone, one division stands out as having a particulary high percentage of individuals who have logged 10-plus years of service. At the end of 1998, eight of the 17 employees in the IDG Credit Department had reached the 10-year mark, with two more poised for a dinner at Boston's Ritz-Carlton in January. All together, the 17 Credit Department employees have 153 years of experience between them, an average of nine years per employee.

What's kept this group together for so long? "Working with great people and being part of an exciting company that is a leader in the industry has kept me here," said Senior Credit Analyst **Nancy Mallette**, a 19-year veteran who echoed the opinions of many of her co-workers.

"My job is important to me and I do my best to help make IDG a success, but my family is a priority also," said Senior Credit Analyst **Doreen Ferguson**, who joined the company in 1988. "IDG is sensitive to family obligations, and that is important when both parents work."

"IDG has been very generous with opportunities for me to attend professional classes and seminars," said Senior Credit Analyst **John Robison**. "Traveling to other business units and trade shows to meet the people I work with rates right up there, too." Not incidentally, Robison has a personal as well as professional attachment to the company, since he met his wife at IDG. He and Robin, a benefits administrator in the Human Resources Department, were married in September.

The Credit staff has witnessed a lot of technological — and sociological — changes during its tenure. "In our early days, we didn't even have computers on our desks," recalled Senior Credit Analyst **Jim Falanga**, a 12-year veteran. "And faxes and e-mails were unheard of. Some of us were even known to enjoy a good cigar in the office on a Friday afternoon," he said somewhat wistfully.



IDG WORLD UPDATE

**MEMBERS OF THE IDG CREDIT DEPARTMENT 10-YEAR CLUB SHOW OFF THEIR YEARS** *of service (L-R):* ***Cathy Thacker, Michelle Chase, Nancy Mallette, Janet Glynn, Ken Fuller*** *(whose 10th anniversary is January 1999),* ***Judy Callahan, Jim Falanga, John Robison*** *and* ***Doreen Ferguson****. Not pictured:* ***Amy Hanania*** *(10 years in January 1999).*

It's clear that the Credit Department is a very cohesive group that works extremely well as a team, said IDG Vice President/Corporate Controller/Treasurer **Ted Bloom**. "They have developed long-standing business relationships both amongst the IDG business units they support and throughout the publishing industry. This enables them to get the edge when it comes to making sure IDG does business with credit-deserving customers and gets paid first! Their success is proven by the new 10-year low DSO [Days Sales Outstanding, a measure of how fast the invoices are being paid] achieved this past fiscal year-end. The Credit group is a team that succeeds at what it does and enjoys doing it together."

### STAYING POWER

**IDG Germany, which has close to 300 employees, has 57 employees with 10 or more years of service.**

## ANNIVERSARIES

*Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to* IDG World Update.

**SIXTEEN YEARS**
Steven Brown - InfoWorld

**SEVEN YEARS**
Isabelle Kane - Computerworld

**FIVE YEARS**
Steven Cooper - IDC

**FOUR YEARS**
Aoife McEvoy - PC World

**THREE YEARS**
Leona Ching - IDG Games Media Group
John McArthur - IDC

**ONE YEAR**
Kristin Shackelford - IDG Games Media
Jeannne Gallagher - InfoWorld

## CELEBRATING 10

# Shannon Smith

**HOME:** Redwood City, Calif.

**JOINED IDG:** April 1988 as an ad sales assistant at *Macworld.*

**CURRENT TITLE:** In November 1997 I joined *PC World.* I am now an account representative, identifying and developing new business for the Southwest region.

**MOST CHALLENGING PART OF YOUR JOB:** Staying on top of all these leads!

**BEST PART OF YOUR JOB:** Having leads to stay on top of!

**WHAT'S KEPT YOU AT IDG FOR 10 YEARS?** The creative, dedicated people, and the fact that there is always a new prospect, idea and challenge around the corner.

**BEST COMPLIMENT YOU'VE RECEIVED ON YOUR WORK?** The best feedback has always been from my clients. Whenever I've heard someone say I am "the best rep" they have ever had, either they aren't advertising much, or it's a great compliment!

**INTERESTS OUTSIDE THE OFFICE**: I serve in many capacities at a vibrant church in San Francisco, MCC/SF, including as treasurer on the Board of Directors. I also enjoy scuba diving in Monterey (that's *cold* water!), taking road trips and spending valued time enjoying friends, family and my dog, Sylvie.

**FAMILY:** Maureen McEvoy, my life partner of 11 years.

**FIVE PEOPLE — LIVING OR DEAD — YOU'D INVITE TO A DINNER PARTY?** The last five women of my maternal lineage. But who would cook?!

**FIRST JOB?** Studying baboon behavior in East Africa.

**IDG CHAIRMAN PAT McGOVERN ESCORTS PC WORLD'S *Shannon Smith*** *to dinner at San Francisco's Ritz-Carlton in honor of her 10 years of service to the company.*

**LAST GOOD DEED?** I stayed with my friends' children so the parents could have a weekend away.

**ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WERE ON FIRE?** If my pictures were actually in books, I'd grab them.

**FAVORITE VACATION SPOT?** I love to travel and hope to see lots more of the world before my time is up, but there's nothing like my backyard with the big pine tree, hot tub and stars overhead.

**MANAGER'S PROFILE:** "Shannon has achieved much success selling what is traditionally an extremely difficult part of the market through sheer persistence and diligence. Her ability to manage literally hundreds of contacts through the sometimes Byzantine process of qualification, follow up, and, ultimately, the sale has immediately added value to *PC World*'s Southwestern sales efforts. In addition, her many outside interests make for great perspective builders in what is a very 'interesting' stage of evolution for the high-tech publishing industry!"

*- **Bill Hanck**, southwest advertising director, PC World*

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 290 computer newspapers and magazines and 700 book titles in 75 countries. IDG also produces 168 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The *IDG World Update* staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 28, Number 51 December 21, 1998

COMPUTERWORLD MACWORLD IDG BOOKS PUBLISH INFOWORLD COMNET
PC WORLD PC GAMES EXECUTRAIN NETWORK WORLD CIO
INTERNET COMMERCE EXPO IDG.NET COMPUTERPARTNER IDC ...AND MUCH, MUCH MORE

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

# IDG in 1998: The Year in Review

## JANUARY

Drivers, start your joysticks. IDG announces the creation of IDG Games Media Group, which will publish *GamePro* and *PC Games* and their Web offerings.

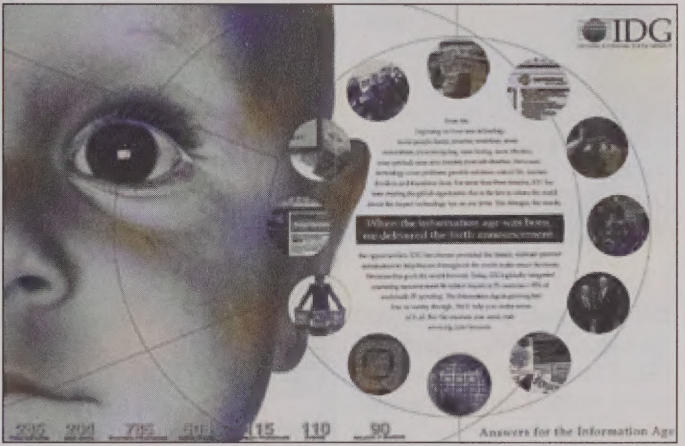
❖❖❖

微电脑世界 周刊 Weekly
PC WORLD CHINA 1
EPSON Stylus COLOR 400
家用四色喷墨打印机，
因为有了它，童年的梦都是彩色的……
EPSON

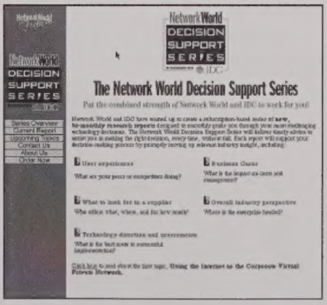
*PC World China Weekly* quadruples its frequency and goes monthly, making it China's only weekly IT magazine.

❖❖❖

For the second time, IDG Chairman **Pat McGovern** is named "Business Publisher of the Year" for 1997 by *The Delaney Report*, an international marketing and media report, for contributing the most to business publishing over the last year.


IDG
Where the information age was born, we delivered the birth announcement
Answers for the Information Age

**"WHEN THE INFORMATION AGE WAS BORN, WE DELIVERED THE** *birth announcement." IDG launches the largest image campaign in its history. The eight-month print and Web "Answers For The Information Age" campaign aims to bring technology buyers and sellers together.*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The Network World Decision Support Series

Put the combined strength of Network World and IDC to work for you!

*Network World* and IDC join forces on a series of technology reports that provide insight and perspective on the issues most relevant to enterprise network decision makers.

***THE INDUSTRY STANDARD*** *launch team consists of Editor-in-Chief* ***Jonathan Weber***, ***Cheryl Lucanegro***, *VP, sales and marketing;* ***Stacey Reitz***, *executive assistant;* ***Daniel Carter***, *art director,* ***John Battelle***, *president and publisher;* ***Matt McAlister***, *online development manager;* ***Debbie Williamson***, *executive editor;* ***Todd Mahoney***, *sales associate; and* ***Jeff Miller***, *associate publisher.*

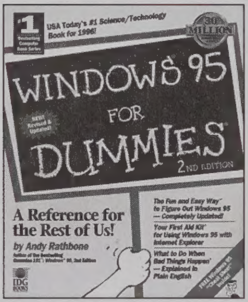
**PIM BILDERBEEK, A DIRECTOR AT IDC BENELUX COVERING THE** *LAN market, becomes the first non-U.S. IDC employee to win the James Peacock Memorial Award for research. The runner-up was* ***Brian Clarke*** *(second from right) of the PC Pricing Program.*

Despite a slip in attendance, enthusiastic showgoers at Macworld Expo in San Francisco send a clear message that the Mac market is still strong. This year's show included Macworld Live, a live webcast by *Macworld* from the show floor.

* * *

*Publish Israel* takes the place of *Macworld Israel*, following a low market demand for the latter. The new bimonthly will contain a Mac section.

* * *



*Windows 95 For Dummies* lands on *The New York Times*' bestseller list in the How-To and Business Bestsellers categories, a first for IDG Books.

* * *

More than 50,000 people networked about networking at the 20th anniversary edition of ComNet Washington, D.C. Above, *Network World* Editor-in-Chief **John Gallant** and President and CEO **Colin Ungaro** presented the publication's annual User Excellence Awards. ComNet San Francisco will debut in September.

Germany's *PC Welt* donates unsold copies of a CD cover mount containing shareware, freeware, games and demos to *PC World Hungary*, which repackages the disks, adds them to its own cover mount and boosts sales by 2,000 copies for the magazine's best month ever.

* * *

IDC opens a subsidiary to serve the Korean market, ending 10 years of agency representation in the country. Staff members include (l-r) **D.H. Oh**, **H.J. Kim**, **I.H. Baik**, **Y.S. Hong** and **K.B. Choe**.

* * *

IDG Channel Services begins sponsorship of four Baptie & Co. Channel Focus conferences with Latin American edition in Miami.

* * *

iWorld
Mitos en Internet
Medios de comunicación

IDG Spain spins off *iWorld*, its year-old Internet magazine supplement, and makes it a stand-alone publication. The magazine had 1,000 pre-paid subscribers before it was published and added another 1,000 within the first two weeks of publication.

## 10+ YEARS

**Joe Levy, 26 • Dieter Eckbauer, 23 • Joanne Oteri, 23 • Rainer Oberlander, 22 • Maureen Burke, 21 • Josef Lohner, 19 • Vincent Tarkin, 19 years • Max Jaeger, 18 • Klemens Paunert, 18 • Donna Pomponi, 18 • R. Moreno Acosta, 17 • Renee Pierce, 16 • B. Weeser-Krell, 16 • Beverly Wolff, 15 • Andreas Förth, 15 • Seppi Heber, 15 • Joan Daly, FCW Government Technology Group, 15 • Juanita Clark, 15 • Barbara Sands, 14 • Pauline Smith, 14 • Lee Doyle, 14 • Mark Winther, 14 • Maria Grazia Rovati, 14 • Paula Foss, 14 • Paul Fitzpatrick, 14 • Donna Sparrow, 14 • Guadalupe Almageur, 14 • Maristela Santos Oliveira, 14 • Maureen Rondeau, 13 • Donald Young, 13 • Michael McShane, 13 • Audrey Abbott, 13 • Nancy Percival, 13 • Rebecca Segal, 13 • Tone Wolmersen, 13 • Shelly Ginenthal, 12 • Elisabeth Deroff, 12 • Lorraine Witzell, 12 • Brad Thorpe, 12 • Anne Armstrong, FCW Government Technology Group • Vincent Half, 11 • Claudette Sears, 11 • Alda Cristina Campos, 11 • Jean Bozman, 11 • Rosane Serro, 11 • Juan Manuel Tapia Fernandez, 11 • Gerhard Rainer, 11 years • Katalin Kopácsi, 10 • Maria Alica Ramos, 10 • Christina Guio, 10 • Dorothy Rosenthal, 10 • Mary Wardley, 10 • Michelle LaJeunesse, 10 • Alan Farias, 10 • David Beyon, 10 • E. Schönberger, 10 • Ulrike Pape, 10 • Ursula Nadador, 10 • Fernando G. Rus, 10 • Barbara Urbaniak, 10 • Peggy Watt, 10 • Bob Brown, 10**

## JANUARY

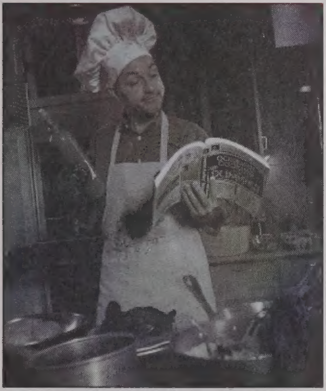
**How the mighty have fallen: Compaq buys Digital Equipment Corp. for $9.6 billion.**

**Bob Metcalfe**, IDG vice president of technology, launches his worldwide MIT/IDG 1998 Internet Futures Tour in Washington, D.C. The tour will take him to 17 cities around the globe, where he will share his thoughts on the future of the Web and the Internet.

COMPUTERWORLD
ROMANIA

***COMPUTERWORLD ROMANIA SHIPS ITS 100TH ISSUE. IT IS THE** nation's first and only IT business newspaper and has a combined circulation of 12,000.*

## FEBRUARY



IDG Books CEO and creator of the "...For Dummies" line **John Kilcullen** is profiled in the Feb. 2 issue of *People* magazine. The cost? $167 to replace a scorched pot of spaghetti used in the photo shoot.

❖ ❖ ❖

MOYLAN

*InfoWorld* Publisher **Stephen Moylan** is also named president and CEO, succeeding **Jim Martin**, who became *Computerworld*'s president in November 1997.

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From Spain to Saudi Arabia, ExecuTrain adds 13 international training locations. It now has 218 offices in 26 countries.

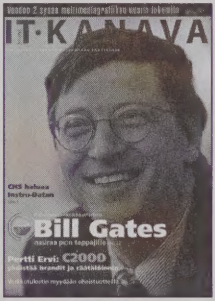
AKCIO
A BIOREX királysága

*CIO* takes "action" in Hungary with the launch of *AKCIO* ("action" in Hungarian). While the company plans to use some articles from the U.S. *CIO*, Editor **Zoltan Meixner** expects that most of the content will be based on Hungarian market events.

❖ ❖ ❖

*PC World Hong Kong*'s World Class Awards generate visibility for IDG, as its readers vote for the region's best products and services. Above, *PCW Hong Kong* Editor **Peter Gloster** presents an award to Elsie Kong of Microsoft.

**(L-R): THEN-IDG MARKETING SERVICES EXECUTIVE VP** ***Bernie Theobald*** *(later named IMS president in July) and Steve Weeks of Hewlett-Packard join IDG Chairman* ***Pat McGovern*** *at the IDG Global Summit in February.*



Finn-ally! Finland has its own channel publication as IDG licensee Talentum Publishing Co. launches the monthly *IT-Kanava.*

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*SunWorld*, Web Publishing, Inc.'s online-only publication, hits a record 475,000 page views for the month of February (the shortest month of the year).

> *"The IDG Global Summit is the best forum I attend each year. The quality of everything that happens there speaks loudly to the quality of IDG in general."*
>
> **— Attendee of IDG's seventh annual Global Summit**

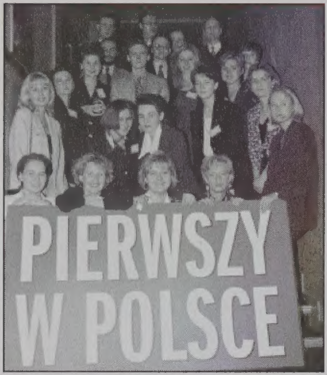
### FEBRUARY

**World Trade Organization pact opening global telecom markets goes into effect. Consumers hope for lower costs.**

Targeting the professional user market, Macworld Expo/Tokyo '98 draws 170,000 visitors.

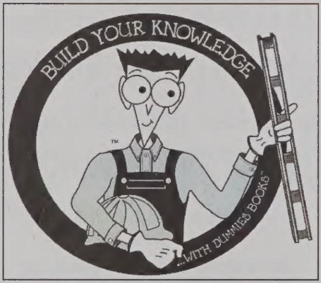
### 10+ YEARS

**Patrick McGovern, 34 • Marion Kibbee, 23 • Diane Martin, 21 • Kim Pennett, 18 • Delia Quartey, 18 • Joanne Boiardi, 17 • Magdalena Axelsen, 16 • Kazuhiro Hara, 16 • Charlotte Ziems, 15 • Carl Marchi, 15 • Iris Clench, 14 • Wes Nihei, 14 • Mary Rinaldo, 14 • Gérard Adamis, 14 • Libby Levinson, 13 • Paul Bonarrigo, 13 • Linda Gorgone, 12 • Manfred Weiss, 12• MaryAnne Sinville, 12 • Jack McDonough, 12 • Deb Goldstein, 12 • Kathryn Taplett, 11 • Magdalena Zabala, 11 • Olga Fernandez, 11 • Paul Mercer, 11 • Penny Stevens, 11 • Brenda Shipman, 11 • Sue Collins, 11 • Lászlo Varga, 10 • Carole Plana-Prigent, 10 • Bruce Stephen, 10 • Ursula Weiss, 10 • Kevin Burns, 10 • Laura Brady-Sears, 10 • Margaret Scullion, 10 • Gregg Pinsky, 10 • Ellie Heishman, 10 • Clare Gillan, 10**



IDG Poland creates the first local program to honor effective advertising. A *PCW Komputer* reader questionnaire asked readers to select the magazine's most effective ads, which were then announced at a "Best of" awards ceremony.

## MARCH



Dummies Month becomes a global phenomenon as IDG Books' promotion looks to build brand awareness with both bookstores and book buyers for its ...For Dummies line. The theme of this year's promotion is "Build Your Knowledge."

Webutante Ball. *The Web* magazine's second annual Webby Awards honor the most innovative, creative and valuable sites on the net and the creative and technical teams behind them. Judges include IDG's **John Battelle**, **Michael McCarthy** and **Laurie Morgan**.

## MARCH

**France promotes cyberculture, celebrates its first Fête de l'Internet.**

IDG publications dominate American Business Press' Neal Awards — commonly known as "the Pulitzer Prize of the business press" — for the fourth year in a row. *CIO*, *Network World* and *PC World* collect a total of five awards.

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With 'Cyberspace' as its theme, IDC's Directions '98 conferences in Boston and San Francisco draw crowds to its 23 presentations. For the first time, many of the speakers' presentations were made available online.

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**IDG INCREASES ITS LEADERSHIP POSITION IN THE EUROPEAN** *market with an alliance with Reed Business Information to jointly market Reed's Computer Weekly and Corporate Networks. IDG President* ***Kelly Conlin*** *(left) and Neil Stiles, publishing director for Reed Business Information, meet in Boston.*

## 10+ YEARS

Tom Monahan, 20 • Walter Schönberger, 19 • John Dix, 18 • Ed Scannell, 18 • Shirley Ingram, 17 • Ricardo de Almeida Goncalves, 16 • Francisco Zabala, 16 • Fred LoSapio, 16 • Keiichi Maesato, 16; Kazuhiro Hara, 16 • Maryann McAuley, 16 • Joan Bayon Pinsky, 16 • Fernando Moran, 16 • David Vellante, 15 • Cynthia Sparrow, 15 • Eric Bender, 15 • Lucy Sheehan, 15 • Dorthe Theodoraki, 15 • Christina Spence, 14 • Diter Stein, 14 • Leif Rasmussen, 14 • Wolf-Dietrich Lorenz, 14 • Rachel Parker, 13 • Jill Stevens, 13 • Melanie Guy, 12 • Christine Cavelle, 12 • Jim Brown, 12 • Michael Sullivan-Trainor, 12 • Eleni Brisbois, 11 • Paul McCloskey, 11 • Mark Sullivan, 11 • Tania Evans, 11 • Patricia Sims, 11 • Susan Cardoza, 11 • Richard Villars, 11 • Michele Winiker, 11 • Lyndsay Brunning, 11 • Miklos Cocron, 10 • Eve Lieberman, 10 • Michael Welsh-Carroll, 10 • Kirk Campbell, 10 • Vibeke Whitehead, 10

CIO earns *Advertising Age's Business Marketing*'s "Top Trade" award in recognition of its marketing clout and reaching the right readers.

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Polyglot. IDG.net's new Global Search capability offers searches in Danish, English, Finnish, French, German, Italian, Norwegian, Portuguese, Spanish, Swedish and Turkish.

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Lucky 17. After a four-month trial period, *China Internetworld* makes its official debut. It is IDG's 17th publication in China, the world's fastest growing IT market.

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ICE
Sponsored by
Industry Spons
IBM
Lotus
ORACLE
NAW
ICE

Internet Commerce Expo makes its Boston debut and focuses on the rapid growth of electronic commerce.

❖ ❖ ❖

Riding Out the Storm:
Marketing High-Tech Products
in Asia Pacific

IMS charts the stormy Asian economic waters for clients at a Redwood City, Calif., conference, seeking to explain to IT marketers the extent of the economic crisis and how their strategies might change to exploit opportunities in the region.

电脑商报
China Computer Reseller World

IDG and the China Electronics News Agency launch *China Computer Reseller World*, the People's Republic of China's first computer channel publication.

* * *

Twenty-two senior executives representing 17 business units in five countries take part in the 11th annual Publishing Institute.

* * *

IDG publications get double exposure at the JavaOne Developer Conference in San Francisco, as *JavaWorld* produces four online dailies and *InfoWorld* hosts a developer/vendor party for Java Component 100.

* * *

*SunWorld*'s page views continue to rise as Web Publishing's monthly online magazine tallied 635,000 page views, more than double the number of page views for last March.

* * *

COMPUTER SWEDEN

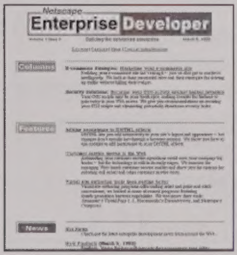
*Computer Sweden* goes from a twice-weekly schedule to three times a week.

**GARAGEWORLD. WHEN AUCKLAND, NEW ZEALAND, IS HIT** *with a major blackout, the CW New Zealand editorial team sets up shop in Publisher **Martin Taylor**'s garage for four weeks. (L-R): Sub-editor **Nicky Mowat**, Chief Reporter **Andrea Malcom**, reporters **Kirstin Mills** and **Paul Brislen**.*

* * *

IDG VP of Technology **Bob Metcalfe** receives the Industry Legend Award from the Computer and Communications Industry Association for his contributions to the computer industry.

* * *

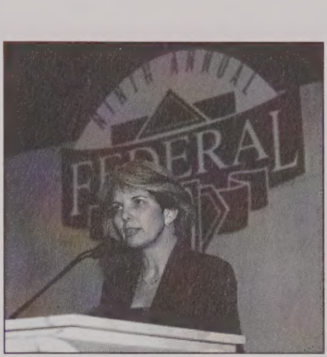


Web Publishing's monthly *Netscape Enterprise Developer* Webzine debuts and aims to help information system professionals build and deploy the latest Web-based solutions.

* * *

100,000 visitors cram the second annual China International Exhibition Center in Beijing for Comdex/China '98, a show that addresses the professional IT needs of government officials, distributors and corporate buyers.

* * *



*Federal Computer Week*'s Federal 100 awards program draws a record 1,142 attendees to the region's premier IT networking event. A scholarship program for students who want to combine public service and IT was set up from the profits of the event. Above, **Edie Holmes**, president and CEO of FCW Government Technology Group addresses the gathering.

* * *

Folio:
Teach for the bottom line

IDG Training Manager **Julie Lynch** appears on the cover of the March 15 issue of *Folio* magazine, which ran a cover story that focused on IDG and its commitment to providing a variety of employee training opportunities.

* * *

DISTRIBUTIQUE

**SEND IN THE CLOWNS *AND* THE CLONES. *DISTRIBUTIQUE*** *turns its 15th anniversary into the largest awards program and party ever held by a French press group, complete with dancers, acrobats and fire-eaters.*

## APRIL

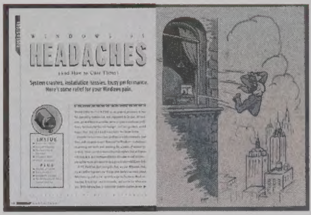
Computerwoche Verlag GmbH buys the telecommunications and networking monthly *Gateway*, which will be integrated into the *Network World* product line.

* * *

Belgium's *Computer Shopping* becomes *PC World Belgium*, the 63rd edition in the *PCW* product line.

* * *

Pass the predictions, please. IDG Books and *Publish* hold a luncheon for high-profile journalists at Seybold Seminars in New York who were able to query five experts' about publishing in 2000. Above, IDG Books' **Steve Sayre** and **Michael Roney** and *Publish*'s **Gene Gable** display some of their companies' co-branded books.



A *PC World* illustration by Ross McDonald is selected for inclusion in both the *1998 American Illustration Annual* and the *1998 Communication Arts Illustration Annual.*

* * *

PC WORLD CHINA
Weekly
7

Despite the higher costs of paper, printing and postage, *PC World China*'s move to a weekly publication pays off in more ads and higher income.

* * *

IDG expands consumer line in China with *Cosmopolitan China*, published in a joint venture with Hearst Magazines.

***COMPUTERWORLD, INFOWORLD AND NETWORK WORLD AD** sales reps adopt an innovative integrated sales approach and sign Citrix to an eight-page insert that will run in all three weeklies. Above, CW's **Laurie Marinone**, IW's **Carol Fountain** and NW's **Donna Pomponi** display the Citrix insert. "By collaborating, we were able to capitalize on the breadth and depth of the IDG lineup and present a much more compelling story," Pomponi noted.*

> *"One of the best moments of the meeting for me was a client's observation that 'everybody is so obviously proud to be a part of IDG.'"*
>
> ***— Carol Fountain, InfoWorld regional manager***

Digit
Creative juice
Photoshop
Megapixels
Reviews
WIN high-end scanner

Get the point? IDG Communications U.K. launches *Digit* magazine, the only U.K. publication targeting the market for cross-platform digital content creation.

* * *

U.S. *PC World* Editor-in-Chief **Cathy Baskin** makes a point during the Asia-Pacific PC World Product Line Meeting. Held in the Philippines, the meeting draws more than 40 attendees, including, for the first time, staff from *PC World* publications in the People's Republic of China and Vietnam.

* * *

IDG Netherlands puts its finger in the region's distribution channel with the release of *ComputerPartner Benelux*, which will focus on the business-to-business segment of the reseller channel.

IDG, IBM sign an unprecedented global Web advertising deal that will cover more than 80 Web sites in 34 countries.

* * *

PCWORLD ONLINE
www.pcworld.com

Selected from over 1,700 entries, PC World Online, *PC World*, *InfoWorld* and *Publish* take home Maggie Awards for journalistic excellence in editing and design. Above, members of PC World Online staff gather outside their San Francisco office.

* * *

422 information technologists are honored in the first phase of the 10th annual Computerworld Smithsonian Awards, an awards program developed by IDG Chairman **Pat McGovern.** Above McGovern addresses the crowd gathered outside the Smithsonian.

IDG Spain takes a new tradeshow tack by offering a region-specific PC World Expo instead of a national event. The show garnered 36,000 visitors and 77 exhibitors.

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*PC Welt* reprints its April issue to include six pages of new editorial content after Microsoft claims that the publication's Windows tips incited software piracy and infringed property rights. The highly unusual reprint buoyed *PC Welt*'s already solid market-leading position for the first quarter of 1998.

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COMPUTERWORLD

frontera digital

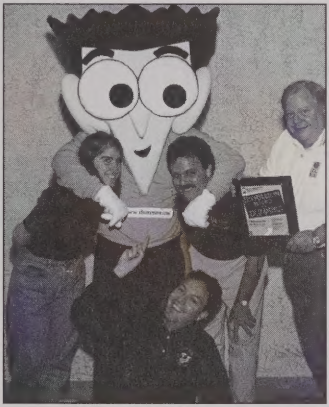
Duelo de titanes

Atrape la solución IBM

Positioned as a must-read for IT managers, IDG licensing partner Ediworld, Cia., Ltda's *Computerworld Ecuador* joins its *PC World Ecuador*.

LỄ KHAI MẠC
OPENING CEREMONY
22 Tháng 4/April 1998
VIETNAM

**VIETNAM COMPUTERWORLD EXPO DRAWS 80,000 TO HO CHI** *Minh City, reinforcing its reputation as the premier IT event in the country. It is also the first IDG World Expo-sponsored event to garner Trade Fair Certification from the U.S. Department of Commerce.*



**2-4-6-8, WHO DO WE** *congratulate? IDG Books Worldwide marks its eighth anniversary and the printing of its 50 millionth ...For Dummies book. Laid end-to-end, the books would form a chain that stretches from Boston to Tokyo. Above, Dummies Man has a hold on IDG Books Executive VP, Group Publisher* ***Brenda McLaughlin*** *and President* ***Steve Berkowitz****, while CEO* ***John Kilcullen*** *and Vice President* ***John Ball*** *look on.*

COMPUTERWORLD

Who's — pant, pant — bright idea — huff, huff — was this? Seven IDG Australia employees swim, run and ride a bike in a charity triathalon. Above, **Merri Mack**, **Iain Ferguson**, **Neale Morison**, **Evelyn Stevenson**, **Phil Sim**, **Stephen Lennox** and **Eden Barrie**.

### APRIL

**The Linux hype starts to build: Netscape co-founder Marc Andreessen predicts it's the next big OS.**

Management guru Tom Peters calls *CIO*'s eight-year-old Perspectives Conference "arguably the most prestigious conference in the world for chief information officers." Above, the *CIO* program staff at the Orlando, Fla., conference, which drew more than 800 attendees.

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IDG.net — the umbrella site for IDG's 210 Web sites — ranks sixth in banner ad revenue less than a year after its launch.

> *"Africa is making progress in developing its IT support infrastructure, and we expect it will be the greatest area of growth in the number of countries in which IDG publishes over the next 10 years."*
>
> ***— IDG Chairman Pat McGovern***

### 10+ YEARS

**Ursula Sauter, 20 • Nancy Mallette, 19 • Helga de Gregori, 17 • Gail Odeneal, 16 • Grace Castro, 16 • Juan Manuel Sáez, 15 • Karen Lincoln, 14 • Carlos Alberto Pereira, 14 • Valerie Sanclemente, 14 • Bob Wallace, 14 • Yannick Robain, 14 • Penny Winn, 14 • Lisa McGrath, 14 • Aromi Rajon, 13 • Carole Zozaya, 13 • Diane LaLumiere, 13 • Joachim Herbert, 13 • Ed Acly, 13 • Joan Swarms, 13 • Rich Mikita, 13 • Mª Dolores Hermosell, 13 • Ramon Nacenta, 13 • Robert Wells, 12 • Simone Fiedler, 12 • David Bromley, 12 • Judit Füllöp, 12 • Kazuhiko Kajihara, 12 • Fréderic Berge, 12 • Norma Tamburrino, 12 • Mark Leary, 11 • Magdalena Koch, 11 • Nancy Grant, 11 • Crawford DelPrete, 10 • Peter Gruber, 10 • Graça Sermoud, 10 • Mindy Blankenship, 10 • Lotte Davidsen, 10 • Richard Pastore, 10 • Patricia DeBiase, 10 • Gabriele Arioli, 10 • Catherine Boisadam, 10 • Bob Ainsworth, 10 • Dorothy Rosenthal, 10 • Shannon Smith, 10**

**A HUGE LABOR STRIKE DOES NOT BRING A WORK STOPPAGE** *to Computerworld Danmark, the staff of which stitches together an intricate, high-intrigue strategy to publish two weekly issues and a special supplement on time.*

500,000
GAMEPRO
Seasons Greetings!

**SMALL NAME, BIG SHOW. 440 E3 EXHIBITORS IN ATLANTA** *occupy the equivalent of 23 football fields and introduce 1,600 new gaming titles. Above, IDG Games Media Group President/CEO* ***John Rousseau*** *(center) and GamePro Editor-in-Chief* ***Wes Nihei*** *(right) present a GamePro Readers' Choice Award to a representative of THQ.*

## MAY

Getcher red-hot copies here! IDG's newest weekly publication — *The Industry Standard* ("The Newsmagazine of the Internet Economy") — launches in a blaze of bi-coastal publicity including ads, parties, billboards and costumed newsboys.

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U.K.'s Reed Business Information brings distribution channel publications *Microscope*, *The VAR* and *Business and Technology* under the IDG marketing umbrella.

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In a strategic partnership, CNN will provide IDG.net users with breaking news, while IDG will offer CNN technology content.

All play and no work. IDG Hungary turns a basement into a gaming club room for subscribers of its *PC-X* games magazine.

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### MAY

**U.S. Department of Justice and 20 states file antitrust charges against Microsoft.**

IDG Books files with the U.S. Securities and Exchange Commission for a public offering of its Class A Common Stock.

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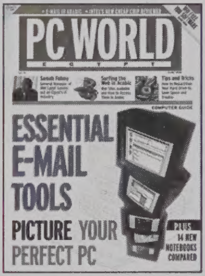
**ADAMIS**

**BATAILLON**

**BREGEON**

**JOLY**

*C'est bon.* IDG France reorganizes its executive committee under the leadership of newly appointed Managing Director **Gerard Adamis**.



*PC World Egypt*, the first dedicated Egyptian IT publication ever produced, debuts in Cairo. Other new licenses were signed in the United Arab Emirates, Morocco and the Ukraine for a total of six new IDG titles in the EMEA region.

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Previously founding editor and publisher of CMP's *Computer Retail Week*, **Keith Newman** joins Channel Services Group as CEO. The company publishes *Solutions Integrator*.

Goal! A squad of IDC U.K. soccer players takes on a Dataquest/Gartner team and comes away with a 6-4 victory.

### 10+ YEARS

**Ann Clark, 24 • Ney Kruel, 20 • Bob Wescott, 20 • Christian Mahler, 18 • Sinval Silva, 18 • Sumiko Ozawa, 18 • Karen Weston, 17 • Colleen Hayes, 17 • Mette Lautrup, 15 • Dorothy Adams, 15 • Gail McElroy, 13 • Frank Gens, 13 • Terry Lee, 13 • Bob Ostrow, 12 • Julio Attala, 11 • Stephen Lennox, 11 • Mary Musgrave, 11 • Michael Deutsch, 11 • Pat Powers, 11 • Judy Schultz, 10 • Norma Mena, 10 • Joan Kelly, 10 • Vicki Peilen, 10 • Bruce Buckman, 10 • Ann Andrisani, 10**

IDG

*Job Opportunities – December 21, 1998*

**Senior Writer (CW)**
The senior writer is responsible for producing quality new copy on a weekly basis and will be assigned to report and write several stories per week. This beat will include a mixture of business and technology topics, with the target audience being information technology professionals. At least 5 years of professional journalism experience is required and experience within the computer journalism field is preferred. The ability to write quickly and cleanly and to cover both technology and people issues for a technology/business audience is a must. Travel will be required.
*Location: Framingham, MA or San Mateo, CA*
Contact: M. Maynard, Fax: 508-879-3760, Phone: 508-820-8162, Email: maria_maynard@cw.com

**Senior Account Executive (CW)**
The successful Senior Account Executive will establish sales and service relationships with existing and new clients. You will call on (both by phone, and in person given the opportunity) media professionals on the agency side of the business and advertising/marketing professionals on the client side of the business. The individual in this position will spend a significant amount of time prospecting new business within a given territory and following up on sales calls (both his/her own, and those of his/her district manager). Candidates should have a minimum of 3+ years selling experience, a dynamic phone and in-person presence, strong project management skills, and strong presentation/computer skills. A desire to forge ahead in sales and the proverbial "fire in the belly" are also desirable traits. *Location: Framingham, MA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

**Editorial Manager (IDC)**
IDC is seeking a strong manager to lead IDC's Publishing Services & Technology's team of copy editors, proofreaders, and an analyst trainer to ensure the production of high-quality research documents in a timely and efficient manner. You will set company style standards, play a key role in defining research architecture guidelines, and provide leadership to a team of copy editors ensuring worldwide document consistency, quality control, and readability. You will also work to develop programs and services aimed at increasing the effectiveness and efficiency of IDC analysts' authoring activities worldwide such as the on-line Research Authoring & Publishing Guidelines, analyst training, and analyst coaching and feedback. The ideal candidate will have a Bachelor's degree (preferably in Journalism or English) and 5+ years of experience managing editors and proofreaders in the publishing industry. Experience managing training or online reference functions a plus. This individual will also have a thorough ability and willingness to teach grammar; a keen eye for detail; a knowledge of technological vernacular; the ability to juggle multiple priorities; strong written and oral communication skills; and strong leadership and team coaching skills. *Location: Framingham, MA*
Contact: A. Schneider, Fax: 508-935-4610, Phone: 508-935-4419, Email: idc_jobs@idc.com

**Desktop Publishing Engineer (IDC)**
IDC is looking for a Desktop Publishing Engineer with strong programming and electronic publishing skills to develop and support IDC's research authoring and publishing templates. Responsibilities also include publishing systems development and support, systems and data integration, and quality assurance and documentation. Qualified candidates will have a BS/BA in CS or equivalent work experience, 1 - 2 years related experience, desktop publishing and template development experience as well as the ability to work well independently. Programming experience will include Visual Basic for Applications and MS Office Developer Suite. HTML, C. C++, Java, Lotus Notes, SQL, XML, and Adobe Acrobat are desired but not required. *Location: Framingham, MA*
Contact: A. Schneider, Fax: 508-935-4610, Phone: 508-935-4419, Email: idc_jobs@idc.com

**Consulting Manager, Communications (IDC)**
As Consulting Manager in the Communications Consulting Practice, you will work with clients to help define their custom research requirements and the methodologies most appropriate for obtaining the data they need to make strategic and tactical decisions. You will work with IDC sales to identify opportunities and close consulting business to include developing projects scope of work, budget and designing deliverables. Your responsibilities will include all aspects of managing research projects from coordinating focus groups, executive interviews and surveys to managing the analyst team. You must enjoy the challenge of providing insight into data analysis and have the ability to edit final reports and presentations and use spreadsheet and database software. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

**Research Analyst, Consumer Devices (IDC)**
The Research Analyst for IDC's Consumer Devices research service will be responsible for research into new digital consumer electronics products. Specific areas of coverage initially may include Digital TV, Gaming Consoles, On-Line Gaming, DVD Players, Electronic Books, Digital Audio Players, and PC/TVs. The position will entail full analyst responsibilities including market analysis, report creating, customer inquiry support, consulting projects, business development, and speaking engagements. As the program is growing rapidly, any candidate should be ready to assume expanding responsibilities. Solid analytical experience, demonstrated writing skills, and strong speaking skills are required. Consumer Electronics industry experience is preferred. *Location: Mountain View, CA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idc.com

**Research Analyst, IRS/CIA (IDC)**
IDC's Investment Research Services/Custom Information Access program provides customer defined research support to a variety of organizations: brokerage firms, commercial banks, investment banks, money-managers, advertising/PR firms, technology related vendors, accounting/consulting firms, and semiconductor vendors. The program is designed to provide access to IDC's full complement of research services through a carefully managed client-support mechanism. The analyst account managers support a defined client franchise through both inquiry-on-call and proactive research support. The analyst is responsible for managing all client requests and contributing to larger research projects and initiatives. Some responsibilities include; client management, inquiry support, custom project management (client driven & program specific) and maintain knowledge of IDC products and all segments of the IT industry.
*Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4610, Phone: 508-935-4302, Email: idc_jobs@idc.com

**Research Analyst, PC Servers (IDC)**
We seek an energetic and enthusiastic individual to help us track vendor movements and market developments associated with PC server manufacturers. As a research analyst for IDC's Commercial System & Server program, your job is to develop quantitative market data--both quarterly and annual figures for all leading models, compile insightful profiles of the top vendors, contribute to custom consulting projects, and interface with our clients through a telephone inquiry process and by giving on-sight presentations. Additionally, you will work closely with IDC's network of country offices in Europe, Asia and Latin America to coordinate regional data collection activities. Ideally, the candidate for this position will have 1-3 years experience in the IT industry, either with a server or PC company or within a market research firm. Strong quantitative, analytical, and writing skills are required, with specific experience with Microsoft Excel. Presentation skills are recommended. *Location: Framingham, MA*
Contact: M. Keating, Fax: 508-935-4610, Phone: 508-935-4302, Email: idc_jobs@idc.com

**Research Manager, Intranet Strategies (IDC)**
IDC is looking for someone to start up and manage an Intranet Strategies Research program. This individual will conduct user focused market analysis to examine and understand the demand for intranet based applications. Responsibilities include: development of and management of users surveys; regular delivery of written research; ability to execute industry consulting projects; responding to inquiries from vendor, user, investor clients, and the press; speaking at industry events; and growing IDC's business in the intranet strategies and collaborative computing market area. Additional responsibilities will also include bringing in and managing consulting projects across all Collaborative Technologies Research programs. Excellent communications skills, data analysis skills, and 5+ years industry experience are required. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idc.com

**Client Service Representative, Major Accounts (IDC)**
The Client Service Representative is responsible for addressing customer service needs and collaborating with Sales Representatives to acquire and maintain customer accounts. The ideal candidate has strong organizational and communication skills and the ability to handle multiple projects and tasks. Knowledge of Microsoft Office/Windows95 is required; Lotus Notes experience is desirable. One to five years experience in a sales support or customer service environment is preferred. Experience working in the IT industry or with IT clients is a plus.
*Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

**Inside Sales Representative, Strategic (SW/W) (IDC)**
IDC is seeking an Inside Sales Representative to sell IDC market research services to the vendor community. This is an entry level sales position that requires a 1 to 5 years sales and/or telemarketing experience or 5 to 10 years related technology experience. Strong familiarity with computer industry is a must. Position is part of a focused sales team effort and will require 6+ hours/day on the phone with clients and prospects. Position will be handling over $1,000,000 of installed base clients. Candidates must have initiative, drive, strong and assertive phone skills, and the ability to work in a fast-paced, team selling environment. Strong computer skills a plus. With the exception of annual sales meetings, no overnight travel is associated with this job. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idc.com

**Consultant, IDC France (IDC France)**
IDC France is seeking a Consultant who will be responsible for reinforcing IDC's expanding consulting staff in producing and selling both standard and custom research in the PC and Multimedia area in France. The ideal candidate will have had a first experience in market research working for a consulting company or an initial marketing experience working for an IT manufacturer, excellent communication skills, client interface capacity and an ability to focus on fundamental issues. Requires University Degree or equivalent, two to three years of experience, and fluency in French. Fluency in English a plus. *Location: Paris, France*
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: nbertaggia@idc.com

**Consulting Manager, IDC France (IDC France)**
IDC France is seeking a Consulting Manager who will be responsible for expanding sales and further developing custom consulting activities in France. The successful candidate must have strong sales and client interface experience in the IT area, fluency in both French and English, excellent communication skills, an international approach, flexibility, creativity and leadership abilities. Previous working experience in France with strong knowledge and relationships with marketing and sales management of important customers (or potential customers) based in France will represent a recognized advantage. Requires University Degree or equivalent and 5 + years of related experience. *Location: Paris, France*
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: nbertaggia@idc.com,

**Sales Manager, IDC Germany (IDC Germany)**
IDC Germany is seeking an experienced Sales Manager for the German office in Kronberg, Frankfurt. Major responsibilities include: definition of market strategies, sales planning and forecasting, co-ordination of assigned sales team, introduction of innovative approaches to market and co-ordination of internal and external communications. The ideal candidate will have proven experience as Sales Manager in the IT Services market, excellent knowledge of the German IT market with well established relationships, fluency in both German and English and strong leadership skills. Excellent written and oral communication skills, flexibility, self confidence and ability to cope with change required. *Location: Kronberg, Germany*
Contact: N. Bertaggia, Fax: +390-2-28457333, Phone: +390-2-28457314, Email: nbertaggia@idc.com,

**Senior Editor (IFW)**
InfoWorld is looking for a Senior Editor to cover databases and server technologies and the way they are implemented in business. Candidates must have proven ability to break news as well as a keen interest in and experience with the technology. Also, leading team assignment coverage on an ad hoc basis is necessary. Minimum five years high-tech reporting experience either at a daily newspaper or in a computer trade publication is required.
*Location: San Mateo, CA*
Contact: S. Barnes, Fax: 650-312-0668, Phone: 650-525-3464, Email: resumes@infoworld.com

**Sales Associate (IFW)**
InfoWorld is seeking a Sales Associate who will provide support in our Irvine, CA office for a Regional Sales Manager & Account Executive. Working as part of a team, you maintain sales/prospect databases, conduct analysis on the competition, close weekly advertising business, provide strong customer service to clients, prepare presentations, and assist the Regional Sales Manager. In this fast paced competitive environment, an ability to work independently as well as part of a team are important. Must be detail oriented and organized. Computer skills: Lotus Notes, Word, Excel, and PowerPoint are necessary. *Location: Irvine, CA*
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: resumes@infoworld.com

**Executive Assistant (IMS)**
This position will report directly to the President of IMS US. The individual will facilitate executive and IMS National Account information flow among IMS Senior Management, the IDG Corporate Support Center and the IDG Executive Committee. The individual will read, process and send e-mail as required by the President; Screen; Prioritize and distribute correspondence and related executive materials as required; Help enable clear, accurate, professional and non-contradictory communication between Office of the President and IMS employees; Write correspondence for President as directed; Initiate correspondence in areas that clearly do not require President's specific direction; Occasionally help draft speeches and/or articles for President as required; Provide information and feedback on employee morale, evolving issues or timely matters that should be brought to the attention of the President, and help foster positive employee relations in the context of a positive, open and energetic values-based environment; Manage assigned projects from conceptualization through to completion; Assist the President and other IMS Executives with the preparation of relevant and important IDG financial reports; Work on annual planning and budget activities with IMS Executives; Help choreograph the organization of and participation in all required strategic and/or tactical planning sessions; Help prepare possible presentations and materials for annual Worldwide Managers' Meeting and quarterly IMS Operations Review Board meetings; Set-up, take minutes and prepare report of monthly departmental and executive staff meetings. In addition, this individual will assume lead role for all administrative functions, will help recruit, train and supervise support staff, will manage calendar and travel plans of President, will make travel and meeting arrangements for President, will prepare expense account reports for President, will keep Office of the President files complete, updated and organized at all times, and will help President manage his time for optimum executive performance. This position will require judgment, professional maturity and decision making ability, ability to meet deadlines, creativity, thoroughness and attention to detail, loyalty, organizational skills, team spirit, self-motivation, initiative, consummate professionalism and the desire for perfection, effective communications skills, time management skills, and the ability to interact effectively with all who come in contact with the Office of the President. This includes IMS employees at all levels, IDG headquarters, National or Regional Account advertisers, internal IMS Customers and Publication sales people, and outside vendors doing business with IMS. *Location: San Francisco, CA*
Contact: S. Murphy, Fax: 415-267-1742, Phone: 415-978-3276, Email: sue_murphy@idg.com

**Online Billing Coordinator (PC World)**
Seeking an independent worker with an accounting background, technical proficiency and excellent interpersonal skills to coordinate the billing of online advertising space for PC World Online Technology Network. The Online Billing Coordinator will also maintain client files, act as liaison between corporate credit/collections and PC World Online, and generate accurate client tracking, monthly summary and special needs reports. *Location: San Francisco*
Contact: E. Wayman, Fax: 415-978-3291, Phone: 415-978-3377, Email: erin_wayman@pcworld.com

**Editorial Researcher (PCW)**
Primary responsibility is to ensure the accuracy of all material published in PCW magazine. Read all manuscripts and verify information including but not limited to product and company names, prices, company contact information, quotes, titles, and other factual statements. Create monthly products featured in editorial list. Excellent communications skills, perseverance, familiarity and interest in PCs and the high-tech industry, and the ability to work on multiple projects and meet tight deadlines in a fast-paced environment. Some editorial experience, ideally copyediting, as well as experience using Word, Excel and online research tools highly preferred. Casual part-time, 20 hours per week, no benefits. *Location: San Francisco, CA*
Contact: A. Kandra, Fax: 415- 442-1891, Phone: 415-267-1750, Email: anne_kandra@pcworld.com

**Marketing Assistant (WEC)**
IDG World Expo, trade show producer of Internet Commerce Expo and LinuxWorld Conference & Expo is looking to add a Marketing Assistant. This person will focus on marketing related projects and coordination of campaign specifics. Responsibilities include working with the Marketing team and sales staff, assisting in production of direct mail materials, managing and working directly with outside vendors, coordinating Web site content, developing targeted prospect lists, and writing promotional copy. The ideal candidate for this position will be a dedicated, assertive and communicative professional with 2-3 years of marketing experience including product and direct marketing as well as marketing communications experience. Knowledge of Internet marketing would be helpful. Strong organizational, communication, promotional writing, detail, and desktop publishing skills required with a working knowledge of Microsoft Word and Excel and PageMaker. *Location: Framingham, MA*
Contact: J. Aten, Fax: 508-935-4600, Phone: 508-935-4480, Email: jessica_aten@idg.com

## JUNE

*InfoWorld*'s Impact Marketing group has risen to the top of custom publishing divisions with its high-value supplements backed by advertising dollars. Above, Business Development Manager **Hillary Green**, Director/ Business Development **Shannon Dolan**, and Business Development Coordinator **Julia Wildey** display some of the group's supplements.

◆ ◆ ◆

*Marketing Computers* names nine IDG journalists "most influential" in covering the U.S. IT beat. They include: **Sandy Reed**, **Phil Lemmons**, **Paul Gillin**, **Abbie Lundberg**, **John Gallant**, **Cathryn Baskin**, **Chris Shipley**, **Robert Metcalfe** and **Robert X. Cringely**.

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AIDS WALK BOSTON
AIDS WALK BOSTON

**WALK ON! IDGERS RAISE $19,334 IN BOSTON'S THIRTEENTH** *annual AIDS walk. IDG ranked as the Walk's third largest corporate sponsor. During the last nine years of organized IDG participation, employees have contributed approximately $355,000 to help in the fight against AIDS.*

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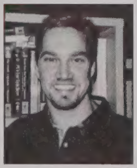

In the Soup. IDG Books' Editorial Assistant **Paul Kuzmic**'s story of his sister's near death is accepted for *A Sixth Helping of Chicken Soup for the Soul*, a best selling series of books of inspiring true stories.

◆ ◆ ◆

Make some room on the mantel. IDG wins 11 national awards for outstanding editorial and design from the American Society of Business Press Editors. *CIO*, *Computerworld*, *Federal Computer Week*, *civic.com* and *PC World* all took home awards. In all, IDG captured seven first-place awards.

> *"IDG revenue and profit growth is healthier because of our size, our diversity and our coverage. Perhaps most important: the entrepreneurial style of our locally managed business units."*
>
> ***— Kelly Conlin, IDG president***

**AND THE WINNERS ARE... THE COMPUTERWORLD** *Smithsonian Awards recognize innovative examples of how IT can benefit society. Among the winners are Amazon.com, the University of California/Berkeley and the Maimonides Medical Center in Brooklyn, N.Y. Above, IDG Chairman **Pat McGovern** and Computerworld President and CEO **Jim Martin** flank Spencer Crew, director, National Museum of American History, which houses the CW Smithsonian Awards permanent collection.*

◆ ◆ ◆

**PAT McGOVERN VISITS IDG** *Romania and presents General Manager **Mihaela Gorodcov** with a plaque to honor five years of publishing leadership in Romania. McGovern also met with some of the country's top political leaders including Romanian President Emil Constantinescu.*

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IDG's second annual Global High-Tech Marketing Briefings in New York and California focus on creating effective worldwide marketing programs. Above, IDG Spain Managing Director **Paco Zabala,** IMS VP, International Sales **Ginny Pohlman** and IDG Chairman **Pat McGovern** chat during a break at the New York briefing.

**FRANK QUINN, PUBLISHER OF** *Computerscope Ltd., holds the Business Website of the Year Award presented to his Irish company for its JobFinder recruitment Web site. Business Manager* ***Gerard Kennedy*** *(center) looks on.*

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Pass the press release. *Computerworld* launches its first Meet The Editors day to help the PR and marketing community understand the changing profile of *CW* and provide an in-depth look at how the weekly operates.

## JUNE

**AT&T buys cable giant Tele-Communications Inc.**

**UPS AND DOWNS. IDC U.K.'S** ***Peter Lemon*** *and* ***Ian Darbyshire*** *scale the U.K.'s three highest peaks in less than 24 hours, raising more than $1,500 for charity.*

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IDG.net launches *The IT Informer*, a daily e-mail newsletter that offers the best in IT commentary, research and reports from a variety of IDG publications including *Computerworld*, *InfoWorld*, *PC World*, *Network World* and *CIO*, as well as IDC.

## 10+ YEARS

**Kathy Dinneen, 25 • Ann Clark, 24 • Terry Bergstrom, 22 • Debra Sobin, 20 • Barbara Howell, 20 • Marilena Goncalves Maia, 18 • Robin Silverman, 18 • Matt Smith, 18 • Cindy Delany, 18 • Patricia Keefe, 17 • Deborah Waters Colacchio, 16 • Derek Hulitzky, 15 • Mitch Betts, 14 • Richard Buroni, 14 • Doug Barney, 14 • Carol Miller, 14 • Susan Searle, 14 • Andreas Dunse, 13 • Rudolf Schuster, 13 • Craig Stedman, 13 • Walter Kainz, 13 • Donald Best, 13 • Joan-Carol Brigham, 13 • John Robison, 12 • Leslie Barner, 12 • Susan Egan, 12 • Martin Hingley, 12 • Dagmar Batschat, 12 • James Falanga, 12 • Ken Hoyt, 12 • Eric Bender, 12 • Ole Bolvig Hansen, 12 • Vicki Brown, 11 • Faith Marcello, 11 • Irmtrud Schäfer, 11 • Bob Brewin, 11 • Gary Anthes, 11 • Frank Hahn, 11 • Norman Noble, 11 • Linda Manes Goodwin, 11 • Susanne Kratoschka, 11 • Michael Nerke, 11 • Paul Desmond, 10 • Karin Tzschentke, 10 • Jose Martinez, 10 • Patricia Walker, 10 • Debra Brown, 10 • Rebeca Liss, 10 • Susan Kusnic, 10 • Nancy Kowal, 10 • Catherine Thacker, 10 • Lois Leuthner, 10 • Lawrence Manuel, 10 • Julie Gilbert, 10 • Terry Barnes, 10**

ComNet PRAGUE '98

**COMNET PRAGUE DRAWS OVER 19,600 ATTENDEES FROM 30** *countries, more than 800 of which registered online at the Web site IDG Czechoslovakia created for the show. Petr Moos, minister of transportation and communications for the Czech Republic, officially opened ComNet Prague by ringing a ceremonial gong.*

## JULY

**Bernie Theobald**, IDG Marketing Services executive vice president, is named president of IMS.

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Channel marketers from the U.S. and Europe trade trade secrets at the Channel Focus '98 conference, organized by Baptie & Co., with IDG Channel Services as the lead sponsor.

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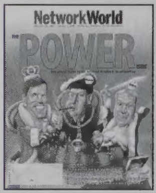
COMPUTERWORLD
COMPUTER SAVANTS



Three-peat. *Computerworld* and *Network World* take *Folio:magazine*'s top honors for editorial excellence, *CW* for the third consecutive year, *NW* for the second time in three years.

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Stocking up. IDG Books Worldwide offers 3,180,000 shares of stock on the Nasdaq National Market at $15.50 a share.

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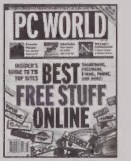
NetAsia
ICE
INTERNET COMMERCE EXPO

**THE SECOND EDITION OF IDG'S INTERNET COMMERCE SHOW** *(ICE) in Hong Kong draws twice the attendees (25,000) and exhibitors (64) from the 1997 edition.*

**20 AND COUNTING. IDG AUSTRALIA, IDG'S FIFTH OLDEST** *publishing unit outside of the U.S., celebrates two decades of dominance in the local IT publishing market.*

IDG Books, ExecuTrain ink pact that will have the former's *...For Dummies* series of technology books bundled into ExecuTrain courses as a value add for students.



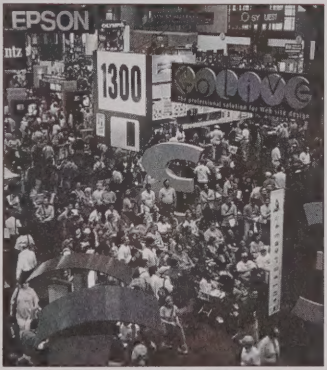
*PC World* logged double-digit ad page growth for the first half of calendar 1998, while all of its direct competition posted losses, according to figures from AdScope.

## 10+ YEARS

**Christine Hiehler, 21 • Susan Searle, 14 • Sherry Driscoll-Coleman, 14 • Daniel Sommer, 13 • Steve Ireland, 13 • Egon Margraf, 13 • Karin Quack, 12 • Helmut Sedlmeier, 12 • Corinne Schmidt, 12 • Wally Clegg, 12 • Ralph Finos, 12 • Rhonda Gutierrez, 11 • Kathleen Demko, 11 • Kevin Burden, 11 • Madeleine Buckingham, 11 • Giulio Ferrari, 11 • Karin Reitberger, 11 • Abbie Lundberg, 10 • Doug McLeod, 10 • Michael Cleary, 10 • Harald Brechtl, 10 • James Shannon, 10 • Caroline Craig, 10 • Alan Nelson, 10 • Judy Callahan, 10, Tammy Torp, 10**

## JULY

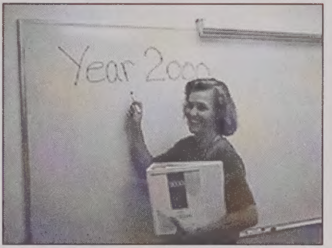
**Another telecom mega-merger moves ahead: U.S. Dept. of Justice approves Worldcom acquisition of MCI.**



The New York debut of Macworld Expo featured a strong presence from professional users. Despite the show's success in the Big Apple, the show will return to its Boston roots in 1999.

> *"Expanding the Macworld brand to more of the Northeast will result in a better return on investment for the exhibitors' dollars. We're not closing the door on New York, but we have a very strong tradition in Boston."*
>
> ***— Rob Scheschareg, show director, IDG Expo Management Co., on Macworld Expo's 1999 move from New York City to Boston.***

## AUGUST



Ready, steady, go! Information Services Director **Nancy Newkirk** and her staff ready IDG for the year 2000 by sending out Y2K assessment surveys to key vendors and suppliers to ask if their services are Y2K-compliant.

* * *

Macworld Online times the launch of its iMac users' Web site to the launch of Apple's first iMac systems.

* * *

CIO
The Ups and Downs of Vendor Relationships
20 Ways to Kick Your Partners
What's Hot, What's Not
How to Tell Your Vendor "Let's Just Be Friends"
JUST HITCHED

*CIO* is tapped to help members of the National Association of Broadcasters build better Web sites.

* * *

**FOR THE FIRST TIME, U.S. BUSINESS UNITS CONVENE THEIR** *annual sales meetings under one roof to explore collaborative opportunities. Above, attendees participate in a team-building/boat-building exercise.*

> *"Our focus is quite specific: to reach, influence and build affinity with the most significant technology buying influencers in medium to large enterprises. These are the people we call IT Leaders."*
>
> **— Jim Martin, president and CEO, Computerworld, Inc.**

«eMediaweekly»

Verdict split on Web image tools

Adobe Illustrator 8 in line for fall debut

Testers applaud Actions, Gradient Mesh features

QMS preps new color laser

Big full-bleed printer breaks price, size barriers in digital proofing market

Corel goes deep

Mac Publishing launches *eMediaweekly*, the only U.S. weekly dedicated to multi-platform digital content creation. "Our mission is to cover all that's new and noteworthy in the rapidly changing and growing universe of digital media," said Editor **David Morgenstern**.

**Charlie Greco**, one-time vice president of events for IDG Expo Management, is named president of IDG World Expo Business Development.

### AUGUST

**Turnaround time for Apple? iMac hits the stores with 150,000 advance orders.**

## 10+ YEARS

**Eileen O'Brien, 27 • Shirley Day-Kohn, 25 • Karl Heinz Zimmermann, 20 • Zvonimir Lepusa, 20 • Renate Kretz, 19 • Saiman Hui, 16 • Mary Fanning, 16 • Ernie Chamberlain, 15 • Francine Benedict, 15 • Georg Sing, 15 • Carolyn Medeiros, 15 • Judy Sutter, 14 • Barbara Lewis, 14 • Kaye Sharbrough, 13 • Susan Miller, 13 • Hans Weber, 13 • David Hill, 12 • Judd Aschenbrand, 12 • John Cox, 12 • Chris Cuoco, 12 • Debra Brown, 12 • Molly Leung, 11 • Yoshimoto Matsuura, 11 • Debra Goldfarb-Norton, 11 • Sandra Kupiec, 11 • Kimberly Schuberthan, 11 • Luis Camus, 11 • Karen Niles, 11 • Roseann LaBruno, 11 • Reinelle Hicks, 11 • Steve Vito, 11 • Nancy Sheehan, 10 • Mike Malone, 10 • Phyllis Borden, 10 • Doreen Ferguson, 10 • Chris Connery, 10 • Marlene Tobias, 10 • Ellen Sanderson, 10 • Megan Santosus, 10 • Philippa Grattan, 10**

## SEPTEMBER

CNN Interactive and IDG.net expand their three-month-old alliance to include Spanish-language IT content from IDG reporters based in Spain and Latin America.

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IDG and Ziff-Davis underwrite an unprecedented, independent comprehensive study of IT buyers' purchase processes.

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For more than three years, IDG Books has consistently had 35% or more of the top-selling computer books on *Publishers Weekly*'s list.

### SEPTEMBER

**Microsoft tops GE to become the U.S. public company with largest market cap — US$261.1 billion.**

❖❖❖

*PC World* continues to steamroll its competition as its circulation tops all U.S. computing monthlies and its ad page growth outpaces that of its rivals'.

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*Computerworld*'s "Editors and Issues '98" series focuses on e-commerce and draws 170 technology marketers and advertising professionals to participate in a roundtable discussion. The publication also sponsored a Meet the Editors workshop. Above, CW Editor-in-Chief **Paul Gillin** poses a question to the panelists.

One for the record. 124 business unit leaders from 49 countries gather in London for the Worldwide Managers Meeting and to celebrate IDG's highest levels of revenue and profitability ever. PC World President and CEO **Rich Marino** earned the Chairman's Cup for General Management Excellence.

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Big names and big crowds came to the Internet Commerce Expo in L.A. This year's show featured the first large-scale public demo of the electronic commerce standard developed by the Open Buying on the Internet Consortium.

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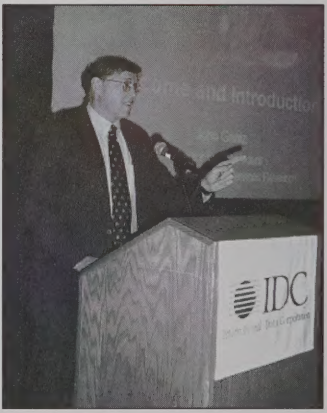

Bounce back. IDC analysts foresee a rebounding Asian economy and a revitalized Apple Computer at IDC's sixth annual PC Market Outlook conference. Above, IDC Senior Vice President **John Gantz** delivers opening remarks.

COMPUTERWORLD

**COMPUTERWORLD DANMARK READERS SEE DOUBLE AS THE** *17-year-old publication doubles its frequency to twice weekly. In addition, the company also unveiled its first redesign in five years. IDG Denmark Art Director* ***Berit Ellegaard*** *and CW Managing Editor* ***Rune Michaelsen*** *orchestrated the publication's new look.*

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**ROBIN SILVERMAN AND CHERYL TALAMINI (IDG HUMAN** *Resources),* ***Eric Sheppard*** *(IDG Research Services) and* ***Donna Cahill*** *(IDG Accounting) receive Corporate Boviard STAR Awards for exceptional service, teamwork and results.*

## 10+ YEARS

**Nora Hörmann, 24 • Helga Biesel, 20 • Maria del Carmen Doehler, 18 • David Brown, 17 • Karin Giffhorn, 17 • Nilcimar Laino Oliveira, 16 • Paul Gillin, 16 • John Gallant, 15 • Karl Koessel, 15 • John Gantz, 14 • Cheryl Crivello, 14 • Michael McCarthy, 14 • Juan Marquez, 14 • Anton Paunert, 14 • Ingrid Holzbauer, 14 • Mirla Bergh Fallesen, 13 • Heiderose Witte, 13 • Mary Gibbons, 13 • Marianne Nichols, 12 • Angele Boyd-Myers, 12 • Janet Glynn, 12 • Gary Beach, 11 • Stephanie Beach, 11 • Laurel Peddie, 11 • Adriana Amedei, 11 • Robert Kanes, 10 • Hillary Kushinsky, 10 • Christie Combs, 10**

ANA HOTEL SAN FRANCISCO

Seeing isn't always believing. *Publish* and IDG Books media luncheon at Seybold Seminar tackles the issue of digital photo manipulation. Publish President and Publisher **Gene Gable** served as moderator.

## OCTOBER

Publish
Votre vision
de l'édition électronique
date-t-elle de 1984?

Five months after signing on to produce *PC World Belgium,* IDG's Belgian publishing partner, Best of Publishing, adds *Publish Belgium* to its roster.

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*LinuxWorld* online publication and expo are launched to address the needs of users and developers of the fastest-growing multi-user, multi-tasking open operating system. LinuxWorld will be published by the staff of Web Publishing; the LinuxWorld Expo will debut in March.

Nearly 30 U.S. IDG print and online editors meet in Boston to tackle issues such as ways to attract and retain quality staff members, integrating print and online media and cross-publication cooperation.

> *"As a private company, we have the benefit of using a slower economic environment — when the pressure will only increase on public companies to pare costs, reduce investments and scale back expansion — to expand our lead globally."*
>
> **— Kelly Conlin,**
>
> **IDG president**

PC WELT
650 MB Treiber
Neue Treiber für Win 95 und 98
Kleine Tricks - große Wirkung
Schnell & billig

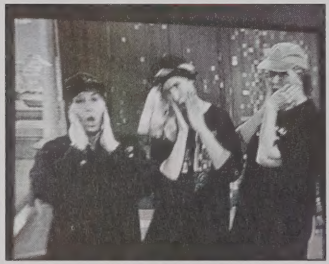
With its record 95.7% subscriber renewal rate firmly in hand, *PC Welt*'s 15th anniversary October issue sells 450,000 copies, outpacing its previous sales record by 50,000 copies.

Hmm, six letters, last one 'H.' "Author of Sex For Dummies" runs as a clue in the Sunday *New York Times* crossword puzzle.

* * *

Apple's Steve Jobs uses *Macworld*'s front-cover story on the Mac OS 8.5 debut during its launch at Apple's quarterly financial meeting.

* * *



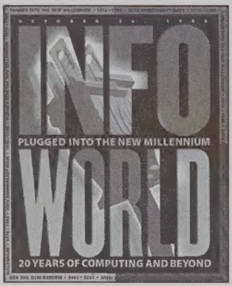
IDG Executive Assistant **Libby Levinson**'s determination to " find humor in cancer" lands her and two friends a spot on the nationally syndicated *The Rosie O'Donnell Show* during Breast Cancer Awareness Month, where they sang their light-hearted lyrics set to the tune of "My Boyfriend's Back."

* * *

Twenty-two speakers representing16 IDG business units shared their expertise with 24 attendees of the Fall U.S. Publishing Institute in Tyngsboro, Mass.

STAR LIGHT, STAR BRIGHT... *GAMESTAR* SHINES IN THE *German gaming magazine field. At one year old, it holds the No. 2 slot in the market.*

* * *


INFO WORLD
PLUGGED INTO THE NEW MILLENNIUM
20 YEARS OF COMPUTING AND BEYOND

Twenty years ago it was *Intelligent Machines Journal*, cost 75 cents and was put out by a staff of nine. Now it's *InfoWorld*, it costs $3.95, and its 300-page 20th anniversary issue was put together by a staff of 220.

* * *

Internet Commerce Expo moves under the IDG World Expo umbrella to better use its resources as it seeks new areas of expansion.

* * *

*Network World Middle East* debuts at the Gitex IT trade show in Dubai, United Arab Emirates.

* * *

> *"People thought I was a dummy...but the decision to get into China early proved to be the smartest decision I've ever made in my career."*
>
> **— Pat McGovern, IDG *chairman***

ON HIS 60TH TRIP TO THE PEOPLE'S REPUBLIC OF CHINA, IDG *Chairman **Pat McGovern** inks a memorandum of understanding with the Ministry of Science and Technology to invest $1 billion over the next seven years in high-tech start up companies. Above, McGovern also met privately, for the first time, with PRC President Jiang Zemin.*

IDG extends its 10-year licensing agreement with Hi-Tech Information, publisher of the *Computerworld/InfoWorld* product line in South Korea, to a joint venture pact.

* * *

IDG Spain's annual *Computerworld Espana* Golf Tournament in Madrid drives home the *CW* brand in the Spanish IT community. It has been so successful a second tournament was spun off in Barcelona.

## OCTOBER

**Internet pioneer Jon Postel dies at age 55; his 30-year career spanned work on the ARPAnet and directorship of the Internet Assigned Numbers Authority.**

IDG Austria closes the books on the best year in its 12-year history, coming in five times ahead of plan.

## 10+ YEARS

**Peter Holm, 22 • Jose Goncalves, 19 • Preben Engell, 16 • Ruben Argento, 16 • Karin Wirth-Wernitz, 15 • Melvyn Bennett, 14 • Madeleine Spencer, 14 • Jim Martin, 14 • Kirsten Radberg, 14 • Jose Villacorta, 14 • Lene Sekjaer, 13 • Carol Spach, 13 • Mary Boston-Mitchell, 12 • John Corrigan, 12 • Susan Middleton, 12 • Jeff DeBalko, 12 • Janet Ohlsson, 11 • Karen Timons, 11 • Cathy Viox, 11 • Lew McCreary, 11 • Noel McLaughlin, 10 • Claudio Ceriani, 10**

**DESPITE CLIENT MERGERS AND ACQUISITIONS, IDC'S SALES** *force increased its market share with those clients, while competitors lost share. Outstanding sales achievers were honored at IDC's Worldwide Sales Meeting in Monterey, Calif. Above, some of the attendees at the Monterey meeting. IDC Europe, boasting a sales increase of 27%, honored its sales leaders in Lisbon, Portugal.*

> *"This has been an incredibly exciting year for all of us. Exhausting but exciting! And the real heroes of this story are the people of IDG Books."*
>
> ***- Steve Berkowitz, IDG Books president***

IDC Nordic develops and hosts a two-day workshop to train new analysts in IDC methodologies, navigate IDC's resources and better serve clients.

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## NOVEMBER

IDG's Romania partner launches *büsine$$IT Romania* as a supplement to *Computerworld Romania*.

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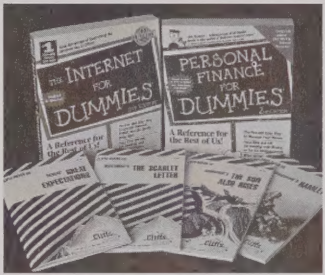
IDG Magazine Verlag's Macworld & Publishing Expo takes over Dusseldorf. Next year's show, to be called DigiMedia, will merge the Macworld Expo with the Imprinta pre-press and Komm-Conference online marketing shows.

**IPOS FOR DUMMIES. IDG BOOKS IS FEATURED IN AN EXHIBIT** *on how businesses become publicly held companies at New York's Museum of American Financial History. The exhibit will run through April 1999. Above, IDG Books Acquisitions Assistant* ***Amy Barkat*** *checks out the exhibit.*



IDG Books Worldwide signs a stock purchase agreement to acquire Cliffs Notes, a privately held publisher of popular literary study guides. The acquisition price is approximately $14.2 million, plus balance sheet adjustments, for 100 percent of Cliffs Notes' stock.

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### NOVEMBER

**America Online Inc. buys Netscape for $4 billion.**

## DECEMBER

IDG signs a limited license with a publisher in Iran. Group of Scientific & Research Publications, based in Tehran, will incorporate *PC World* content into one of its titles, *Electronics & Computer*, now the country's leading IT publication. The company also publishes *Iran Business*.

*Network World* gets into the Christmas spirit. Proceeds from a silent auction and the Marketing Department's annual breakfast fundraiser went to Globe Santa, a charity that distributes toys to Massachusetts children in need. Close to half the staff participated in a "Secret Santa" gift program to benefit families in the Natick, Mass., area.

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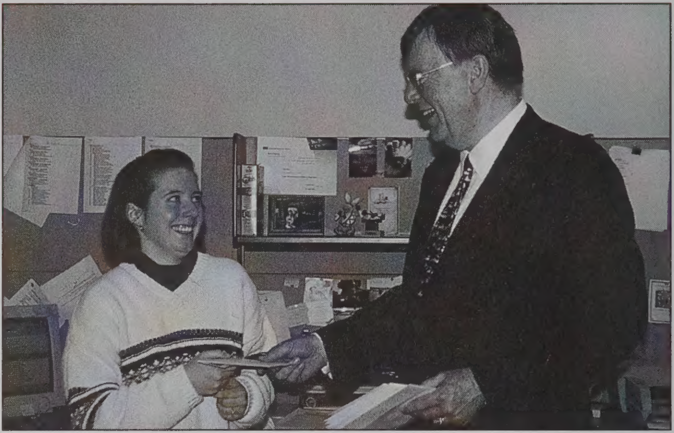
Generous employees at IDC, IDG's 5 Speen Street office, IDG List Services, IDG Research Services and the Fram-ing-ham, Mass., regional sales office contribute clothes, toys and gift certificates to a Giving Tree program to benefit 18 children from the MetroWest area.

### 10+ YEARS

**Ted Bloom, 31 • Laura Kunzmann, 20 • Karen Weston, 18 • Michael Masters, 17 • Miguel Hermosell, 16 • Pat Murphy, 16 • Jim Connolly, 15 • Jill Stevens, 14 • Fernando Rodriguez, 13 • Isabel Campo, 13 • Jose Luis Diaz, 12 • Sergio Saenz, 12 • Martin Taylor, 12 • Don Hill, 12 • Frank Genovese, 12 • Shannon Dolan, 12 • Tony Membrino, 12 • Michelle Chase, 11 • Zsuzsa Krammer, 11 • Karin Lorenz, 11 • Colleen Kelly, 11 • Allan Alter, 11 • Joanne Connelly, 10 • Harvey Diamond, 10 • John Rousseau, 10 • Jayne Enos, 10 • Denise Perreault, 10 • Sally Reinfeld, 10 • Elizabeth Heichler, 10**

## 10+ YEARS

**Claudiney Santos, 22 • Shirley Horrocks, 21 • Diane Utano, 20 • Susan Perry, 18 • Steven Brown,16 • Rick Ciliberto, 16 • Steve Josselyn, 16 • Jayne Boyer, 16 • Micaela de Almeida, 15 • Birgit Gotz, 15 • Christopher Glenn, 14 • Klavs Andersen, 13 • Andrea Kuhler, 13 • Debra Guilfoyle, 12 • Gary Clarke, 12 • Marianne Kraus, 12 •Heléne Fily, 12 •Lucinda Borovick, 11 • Allison Stamm, 11 • Mary Lester, 11 • Charlie Greco, 11 • Piero Todorovich, 10 • Maryann Doolin, 10**



IDG WORLD UPDATE

**INFORMATION SPECIALIST JEAN ZAJAC IS ALL SMILES AS** *IDG Chairman* ***Pat McGovern*** *passes along her Christmas card and holiday bonus during a visit last week to IDG International Publishing Services in Boston. Each December for the past 34 years, McGovern has met each U.S. employee and given out greeting cards with handwritten messages inside. The Wall Street Journal noted this remarkable accomplishment in a front-page paragraph in the Dec. 10 issue. McGovern began his visits when nine people were on the IDG payroll; there are 3,000 U.S. employees today.*

IDC concludes its third annual IDC European Banking Forum in Rome, Italy.

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In lieu of giving its business partners Christmas gifts, the Munich-based companies IDG Magazine Verlag and IDG Entertainment Verlag are supporting Kontrapunkt e.V., a childern's charity.

## DECEMBER

**AT&T boosts international presence in data networking with the acquisition of IBM's Global Network.**

MEILLEURS VOEUX
FELICES FIESTAS
良いお年を
SEASON'S GREETINGS
BOAS FESTAS

From the staff of
*IDG World Update.*

The *IDG World Update* staff appreciates all that you've given to us this year. The information, articles, photos and story ideas that you contribute make this newsletter possible. We welcome your input throughout the year and look forward to even more of it during 1999!

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IDG WORLD UPDATE

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